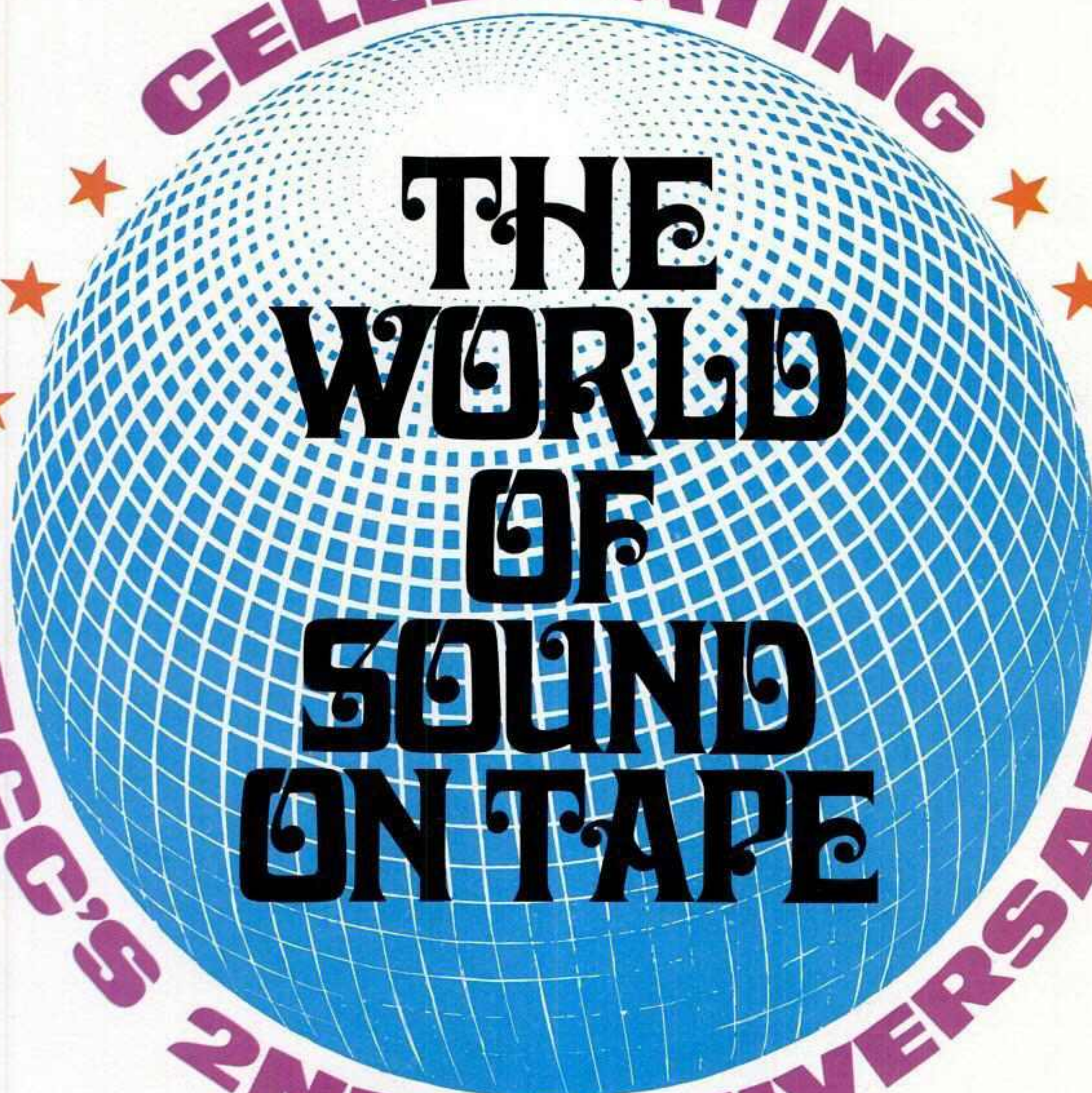


**CELEBRATING**



**THE  
WORLD  
OF  
SOUND  
ON TAPE**

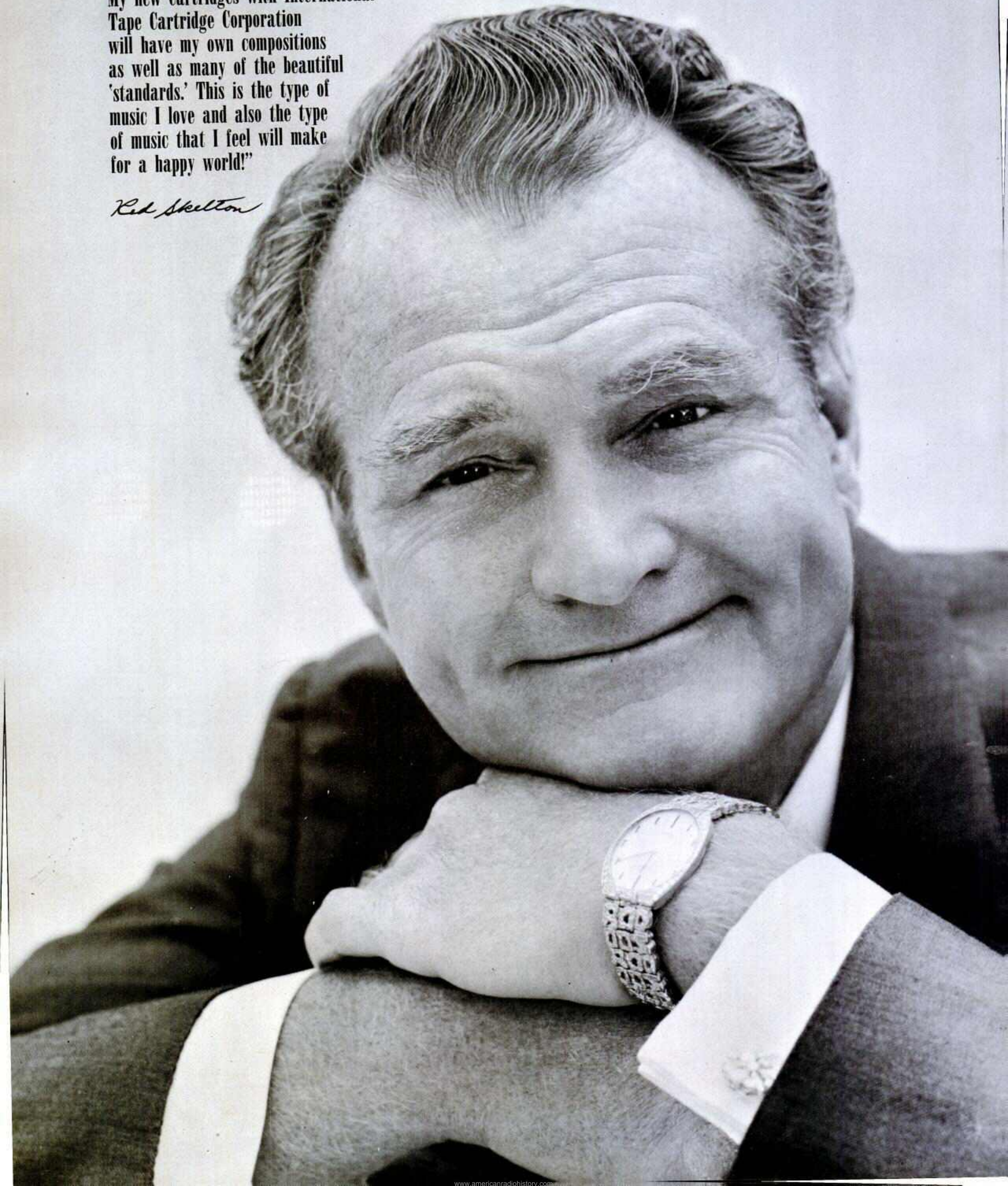
**ITC'S 2ND ANNIVERSARY**



**"My thanks to International  
Tape Cartridge Corporation  
and Larry Finley for making  
a 45-year dream come true.**

**My new cartridges with International  
Tape Cartridge Corporation  
will have my own compositions  
as well as many of the beautiful  
'standards.' This is the type of  
music I love and also the type  
of music that I feel will make  
for a happy world!"**

*Red Skelton*





# 'Tomorrow Is Here Today'

By LARRY FINLEY

ITCC is proud to be a part of the most explosive and fastest growing phase of the entertainment business since the advent of television.

The faith in this industry which we have expressed over the past two years has been more than justified by the acceptance of the stereo tape CARtridge concept by the public.

ITCC is proud of its progress and is deeply grateful to the dozens of record labels whose faith in our belief has proved to be of great advantage to them as well as to ourselves.

We are equally grateful to the approximately 250 distributors and the thousands of dealer outlets for their acceptance of the ITCC product.

We must add our thanks to the four major automotive manufacturers whose faith in the 8-track configuration has justified our assertions for the past two years. Their advertising and promotion has helped to build the stereo tape cartridge concept into the tremendous industry it is today. The exposure given by these four giants of the automotive industry has greatly helped the dozens of domestic manufacturers and importers who are placing their units on the market to help fill the ever-increasing, daily demand for stereo tape cartridge play-back units.

Our thanks, as well, to the many home entertainment manufacturers who have recognized the advantages of offering a cartridge play-back unit for the home consumer. This is also helping to build this industry to even greater heights.

When ITCC was founded two years ago, there was the major problem of explaining to the public, just what the stereo tape cartridge was. With the tremendous backing now given this concept, this problem has been practically solved and it is being lessened even more each day.

Initially, ITCC made its entry into the cartridge industry two years ago, by duplicating and distributing the 4-track configuration. Less than three months after the shipment of the first 4-track cartridges, a contract was signed for delivery of a million 8-track cartridges. At that time the only other firm with the foresight to enter this field was RCA. RCA's catalog (released by it) and some 36 labels under license to ITCC was the only product available for the 8-track buyer.

Although many of the record companies resisted this field at its inception, they have since all jumped on the band wagon and every label of importance is releasing its product on the 8-track configuration today. The exposure to the public of the tremendous wealth of catalog which is now available in 8-track as well as 4-track greatly aids ITCC in getting its own share of the astronomical over-all market.

While the advantages of the continuous loop cartridge are far superior to other systems, the cartridge

industry has considerably helped the over-all "tape" business. The tremendous publicity and promotion on the cartridge has made the American public more cognizant of the advantages offered by tape, regardless of the form in which it is presented.

For this reason, ITCC is entering its third year, by adding to its catalog, four different tape items in addition to the 4- and 8-track stereo tape cartridges.

ITCC will soon be making first delivery of a complete line of reel-to-reel tape, most attractively packaged and using the finest quality tape available today.

In addition to the reel-to-reel, we will be making delivery of our first releases of the 2-track Play-Tape-type cartridge. This cartridge, as well as the duplication of tape, will be made in Fairfield, N. J. By producing this cartridge in this country, we will be able to cover a hit record within 48 hours from the time of receipt of the master from the record company.

Next month we enter the cassette field by bringing out blank cassettes, with the cassette molded in this country, and loaded with the finest quality Audio Devices tape. As soon as we feel that there are a sufficient number of cassette players on the market to warrant an additional inventory for our distributors, we will make many of our labels available in the cassette configuration.

Recently, we released our first 4- and 8-track head cleaners. These are packaged in a most attractive, point-of-purchase display box. Early indications point to a tremendous acceptance by the public.

The ITCC success story is proof that the public likes and demands the very finest of everything; the best sound and the best fidelity that only tape can offer.

ITCC is proud of its product in that its cartridges offer the very finest quality today. The public appreciates the many advantages of the continuous loop stereo tape cartridge. They are entranced by the fantastic sound offered in their automobiles as well as the fidelity and convenience offered by the play-back units in their homes.

A little over two years ago when I was in need of financing, I approached H. Earl Smalley, chairman of the board of Dextra Corp. Many people felt that I was too far advanced in my thinking of this new phase of the entertainment field. Since that time, Smalley's foresight in entering this field has been completely justified; not only by the growth of ITCC but by the growth of the over-all industry. At that time we did not realize that ITCC would grow to the extent it has today and that, approximately two years later, it would attain its own status as a publicly held company, listed over the counter.

At the inception of our business, ITCC was officing in an area of less than 450 feet which was borrowed

from a friend in the Sperry Rand Building. Its first employee was Miss Merriam M. Satterlee who was, and still is, my secretary and good right arm. One month later, Jack Lewis joined the firm as my assistant and, two weeks later, Lawrence Mirken. Mirken left a very lucrative law practice to join ITCC as house counsel.

Within 90 days from the date of the delivery of our first cartridges, Dextra Corp., which then owned ITCC, sold 20 per cent of the company to Audio Devices. Today, Audio Devices, through its wholly owned subsidiary, Stereo Devices, acts as the manufacturing arm of ITCC, as well as being an owner of 20 per cent of ITCC.

With the expansion of our business, we moved from the borrowed room of 450 feet to 1,200 feet of space in the Sperry Rand Building. At the time it was the thinking of many people (as well as my own thinking) that we overexpanded. Less than five months later the business grew to such proportions that we needed additional space, so we rented some in the Henry Hudson Hotel for our bookkeeping department. From that point on things moved even more rapidly.

As we acquired additional labels and our sales increased, we moved from our 1,200 feet of office space to our present quarters of almost 10,500 feet of space at 663 Fifth Avenue.

We have now entered into contracts for the latest IBM equipment and, because of our rapid growth, have started installation of a complete IBM set-up to better serve our accounts as well as our record company affiliations.

In our present quarters we house our executive offices as well as our sales, pre-production, and accounting staff. Our staff in New York has been greatly expanded, along with the staff at our manufacturing facilities. The ITCC production facilities cover more than 45,000 square feet of space with almost 200 employees for the production and shipment of ITCC products.

The most recent addition to the ITCC team is James R. Gall, former vice-president of Lear Jet Industries, whom we consider to be one of the most knowledgeable men in the stereo tape cartridge industry. Jim's role as executive vice-president of ITCC, and the contribution he is making in the administrative and marketing phase of ITCC is one of the most valuable additions which can be brought to any new field.

Joseph S. Sokodich, executive vice-president of Dextra and vice-president of ITCC, as well as member of the board of Dextra Corp., Buckeye Sugars and ITCC, offers ITCC the financial knowledge which is so important to the growth of a new industry.

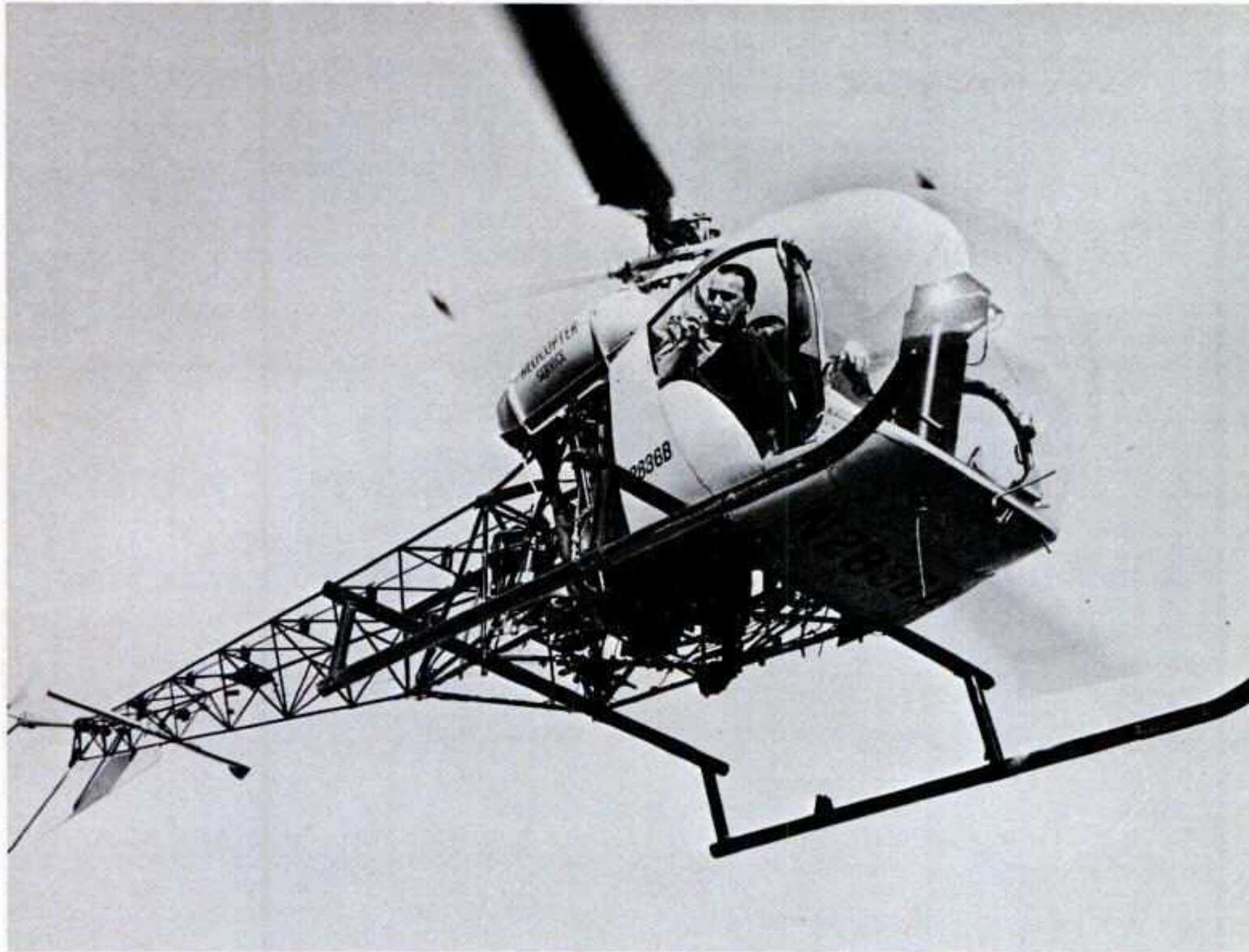
ITCC has been acknowledged as having the finest  
(Continued on page ITCC-67)

**HAPPY ANNIVERSARY ITCC**



1650 Broadway, N.Y.C.

**BUDDAH RECORDS - EXCLUSIVELY ON ITCC TAPES**



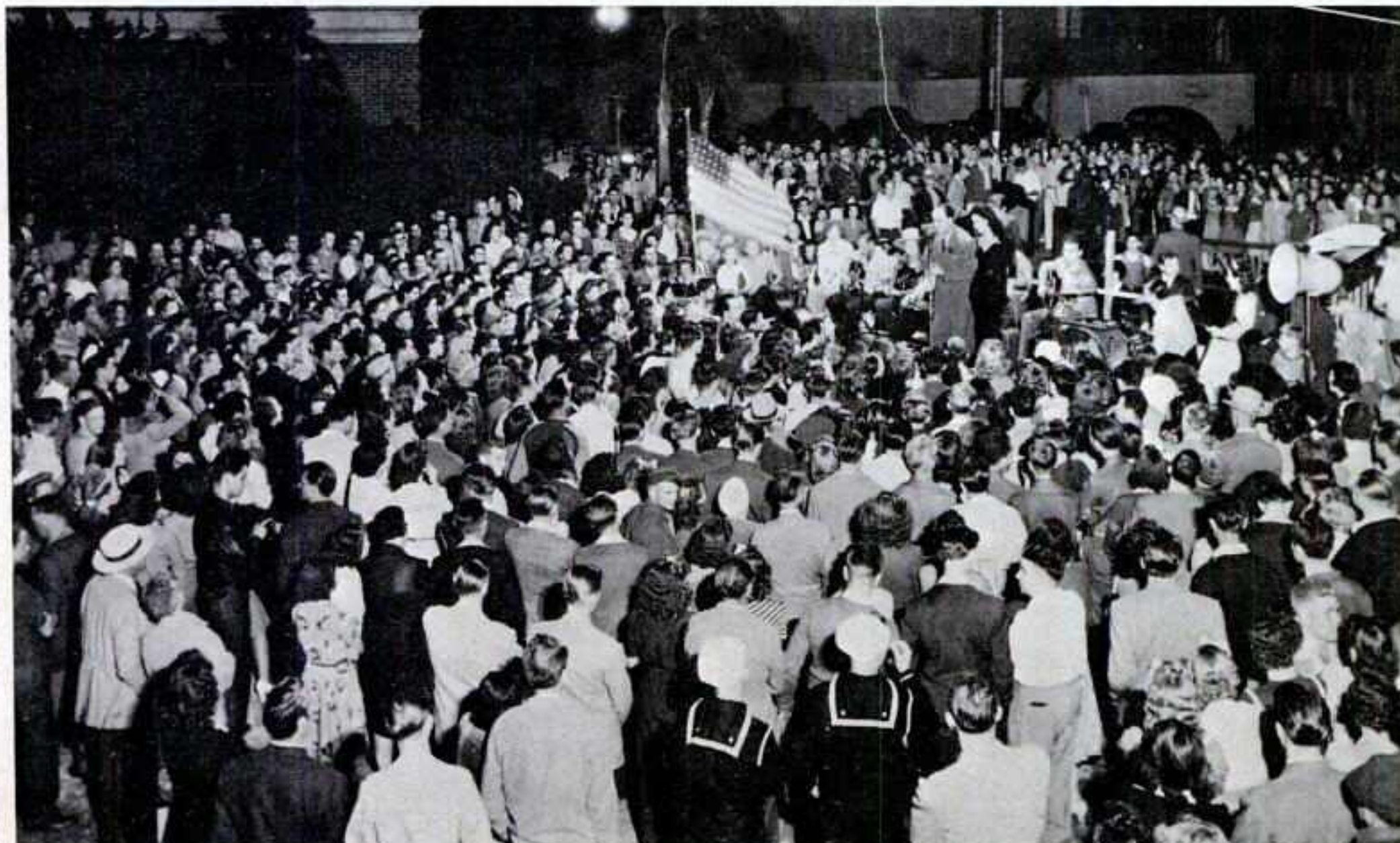
**DURING HIS DAYS AS A BROADCAST PERSONALITY** Larry Finley is seen doing his helicopter coverage of the 1952 Rose Bowl Game for Los Angeles' Station KBLA. This was among the first (if not THE first) special event coverage from a helicopter.



**LARRY FINLEY AS DISK JOCKEY** with Hollywood's Station KFWB covered the opening of the Dunes Hotel in Las Vegas, Nev., and is shown capturing the sounds of a camel for his audience.



**CHORINES FROM THE DUNES HOTEL** stage a harem scene with the then KFWB disk jockey, Larry Finley, during the Las Vegas hostelry's premiere festivities.



**WHEN FINLEY'S CREDIT JEWELERS** was in full swing in Burbank, Calif., owner Larry Finley staged War Bond Rallies, stimulating bond sales by booking bands and conducting street dances.

**Larry Finley Profile**

**ITCC—Crowning Achievement of His Many Careers**

By LEE ZHITO

Larry Finley had an idea a little more than two years ago. Out of that idea has grown a publicly held company which grossed in excess of \$5,380,000 during its second fiscal year.

The man who accomplished that feat as president of the International Tape Cartridge Corp. and guided the company into becoming a major factor in the new CARtridge industry has crammed into his 54 years the colorful careers of a dozen men. Exploits such as this latest accomplishment are not new to him. He has held the limelight many times before in various other fields.

As owner of a jewelry store in Burbank, Calif., during World War II his promotional sales techniques drew nationwide attention, including a full-page report in Life magazine.

As owner of San Diego's Mission Beach Ballroom in San Diego, Calif., he filed an antitrust action against Music Corp. of America, claiming he was being bypassed with name bands for the benefit of a competitor—and won the court's nod.

As founder-president of a fifth radio network, Progressive Broadcasting System, he built a chain of more than 500 stations.

As a movie producer of "The Bushwhackers," he brought Dorothy Malone out of her Texas retirement to share billing in the film with John Ireland, Wayne Morris, Lon Chaney Jr. and Lawrence Tierney.

As a disk jockey on Hollywood's Station KFWB, "Larry Finley Time" (10 p.m.-4 a.m.) enjoyed the biggest nighttime rating, and was given an additional daytime schedule (12:45-3:30 p.m.) to give "The Voice With a Smile" (as he was billed) 52½ hours air time per week.

As owner of a late-hour Sunset Strip restaurant, located next door to the then-celebrity-studded Macambo, Larry Finley's M.O.P. (My Own Place) became the favorite hangout for the top names in show business.

As a TV personality, he served as master of ceremonies of "Strictly Informal" on KNXT, the CBS-owned station in Hollywood, and also handled TV celebrity interviews in telecasts of movie premieres.

These are but a few highlights in the varied career of the indefatigable Finley. Of course, he has been involved in less spectacular ventures. Each, however, is tackled with boundless energy, imagination, and with a showman's eye toward gaining maximum exposure for his project. Finley himself is not a flamboyant individual, but he is well versed in the showman's art of selling, whether it be a product or a concept.

Lawrence Finkelstein was born May 4, 1913, in Syracuse, N. Y. He attended high school there, and enrolled at Syracuse University. His college career was short-lived.

"I was bounced out after three months," he recalls. "I staged a one-man demonstration to protest the school's ban of cars on campus by driving a car up the steps of Crouse College. Some 50 youngsters were going to join me, but when none of them showed up, I did it myself."

He fronted a band at night, and "changed my name so that it could fit on the marquee." During the day he worked in a jewelry store as a salesman. It was the same store where he had worked while in high school.

"I started working at the age of 12," he recalls. "I worked at Markson Brothers in Syracuse. I was so small, I could climb into the store window and help dress it. Most of the time, I'd stand on a box behind the counter and take in repairs. After closing time I sold papers, and would then go over to the Regent Theater to sell popcorn. In a way, I held down three jobs in those days. Later, I turned band leader and jewelry salesman."

In 1939, Finley came to Los Angeles on a vacation, liked it and decided to stay. He opened a credit jewelry store in Burbank with \$5,000 of borrowed money. In January 1943, he sold Finley's Credit Jewelers for \$250,000 when his draft classification was changed from 4F to 1A. The operation had grown, with branches in Hollywood and at the Lockheed factory.

He remembers those days fondly, and credits this period with having spurred him into owning his own ballroom. "We used to have store promotions which

(Continued on page ITCC-72)



Earl Smalley,  
Chairman of the Board, Dextra Corp.

# EARL SMALLEY MAN ON THE MOVE

Take a full measure of boundless energy, add a generous portion of enthusiasm, a dash of organizational genius and an attitude of contagious optimism. Mix well. The result: H. Earl Smalley Jr., just about the nearest thing to perpetual motion in human form.

Smalley's business interests are wide and varied, and he is personally involved in all of them.

As board chairman of International Tape Cartridge Corp. (ITCC), he shares a common interest and faith in the industry with his good friend and business partner, Larry Finley. Which is one of the primary reasons you will find Smalley at the New York offices of ITCC even more, perhaps, than in his own office in Miami.

Ask Smalley his view on the tape cartridge industry and be prepared for an avalanche of enthusiasm. "When I talk about the future of the tape cartridge industry," says Smalley, "I come on like an 8-track stereo. This business is growing so incredibly fast even those of us who are right in the thick of it can't begin to appreciate its potential. My own personal feeling is that we haven't even begun to scratch the surface. In five years or less, Larry and I figure tape cartridges will be the biggest thing in the recording industry."

In the course of a year, Smalley consistently logs in the neighborhood of 100,000 commercial air miles. And, when you consider the far-flung nature of his

business enterprises, it's a wonder he doesn't cover even more ground.

In addition to his affiliation with ITCC, Smalley is also president and chairman of the board of the Dextra Corp., with offices in Miami, and Ottawa, Ohio. Ottawa is home base for Buckeye Sugars, Inc., a Dextra subsidiary producing beet sugar, tomato juice and canned tomatoes.

Buckeye's interest, however, range far beyond sugar and tomato products. In Central America, through its own subsidiary, International Aerosols, Inc., Buckeye is engaged in aerosols filling and cosmetics production in El Salvador, Trinidad, and Peru. In Morocco and Tunisia, the company is working under and AID contract through the State Department on prefeasibility studies of agricultural investment opportunities for private enterprises in these North African countries.

Smalley actively participates in these various projects, as well as those of Diversified Hotel Services, Inc., another Dextra subsidiary of which he is president. Little wonder that while the Dextra office in Miami is maintained for his convenience, Smalley rarely finds the time to spend more than a few days a month catching up on a backlog of correspondence. Once in a while, when the pace gets a little too hectic, he slips

aboard his boat for a few days of rest, relaxation and fishing in the Bahamas and Virgin Islands.

The dynamo that is Earl Smalley began running under its own self-employed power back in 1942. In the years since, he has taken on more and more business and civic responsibilities. He is a member of the Young Presidents Organization, and was a director and member of the finance committee of the Hertz Corp., until its recent sale to RCA. He's a director and member of the loan committee of the Mercantile National Bank of Miami Beach, Capital National Bank of Miami, and Underwriters Trust Co. of New York. He's director of General Tree Corp. and the 91 Ranch Corp. And he's president and chairman of the board of the Fajardo Development Corp. of Puerto Rico.

Always active in civic affairs, Smalley is a member of the Dade County Metro Transit Authority, a member of the board of trustees of St. Leo College, St. Leo, Fla., a member of the advisory board of Mercy Hospital, and of the American Football League's Miami Dolphins. He is currently a member of the advisory board of Interama, the Inter-American Cultural and Trade Center, a multimillion-dollar permanent exhibition project to be constructed in Dade County, Florida.

That is H. Earl Smalley Jr., man on the move.

## JIM GALL PROFILE

# A New Force in the Music Industry



Jim Gall,  
Executive Vice-President

When James R. Gall joined ITCC as executive vice-president last February, he brought with him not only an extensive knowledge of sales, marketing, and merchandising techniques, but a genuine insight into and enthusiasm for the stereo tape CARtridge industry.

He is among the few men in the industry who is responsible for the position that stereo tape cartridges and stereo tape cartridge playback equipment enjoy at this time. For over three years, while at Lear Jet Industries, he was the marketing executive who contacted and persuaded both the music industry, and particularly the automotive industry, to enter into the stereo tape cartridge program.

James Gall began his sales career at an early age. In 1936, after graduating from the Lapeer High School in Michigan, he spent the next five years as a salesman in the retail appliance and radio field. In 1942 he entered the Army Air Force, went through aviation cadet training, and became a pilot of B-17s. With the Flying Fortress, he spent his tour of duty in the European Theatre completing 32 combat missions. He was honorably discharged in June 1945 as a captain.

In the fall of that year he joined Parsons Manufacturing Co. as an assistant sales manager selling that firm's compatible multiple-dwelling kitchen units, which included refrigerator, range, sink, and storage cabinets in one compact unit. At night he attended Wayne State University, majoring in Business Administration.

After his partnership in a two-store appliance and TV dealership in Dearborn, Mich., Gall joined "Deep-

freeze" in 1954 as Midwestern zone manager and performed in this capacity until Motor Products, the parent company, decided to sell the company. Amana Refrigerator took over the freezer products and he joined Amana in 1955 as regional sales manager in the Northeast and later in the Midwest.

From 1958 to 1960 he was manager of the freezer division of the Norge Sales Corp.; from 1960 to 1962, product manager of air conditioners, freezers, dehumidifiers for the Admiral Corp.

For the next three years Jim Gall was vice-president of the Stereo Division of Lear Jet Corp. where he first foresaw the enormous possibilities of the stereo tape cartridge and stereo tape cartridge playback equipment, and encouraged others in the industry of its potential in the entertainment business.

James Gall's son works in the aircraft industry in California and his two daughters are currently attending school near their home in Larchmont, N. Y. Gall is a member of the Sales Executive Club of New York, the American Institute of Management, and the Birmingham Country Club in Birmingham, Mich.

Through his vast background in sales and merchandising, his perception of the many facets of the business world, and his drive and determination to build an industry he firmly believes in, James R. Gall is a man the music industry—and certainly ITCC—welcomes to its ranks, and the kind of man the stereo tape cartridge industry needs to help gain its full potential.

# *Congratulations Larry! on the Second Anniversary of ITCC*



Twenty-One Trombones . . . the new Project 3 album. Urbie Green and twenty of the world's greatest!

**Project<sup>3</sup>** cartridges are manufactured and distributed by ITCC through the creative leadership of Larry Finley.



*Listen to Project 3 Total Sound...you may never again be satisfied with any other recorded sound*



# LOADED FOR ACTION ON 4 & 8 TRACK

## WITH THESE GREAT ARTISTS

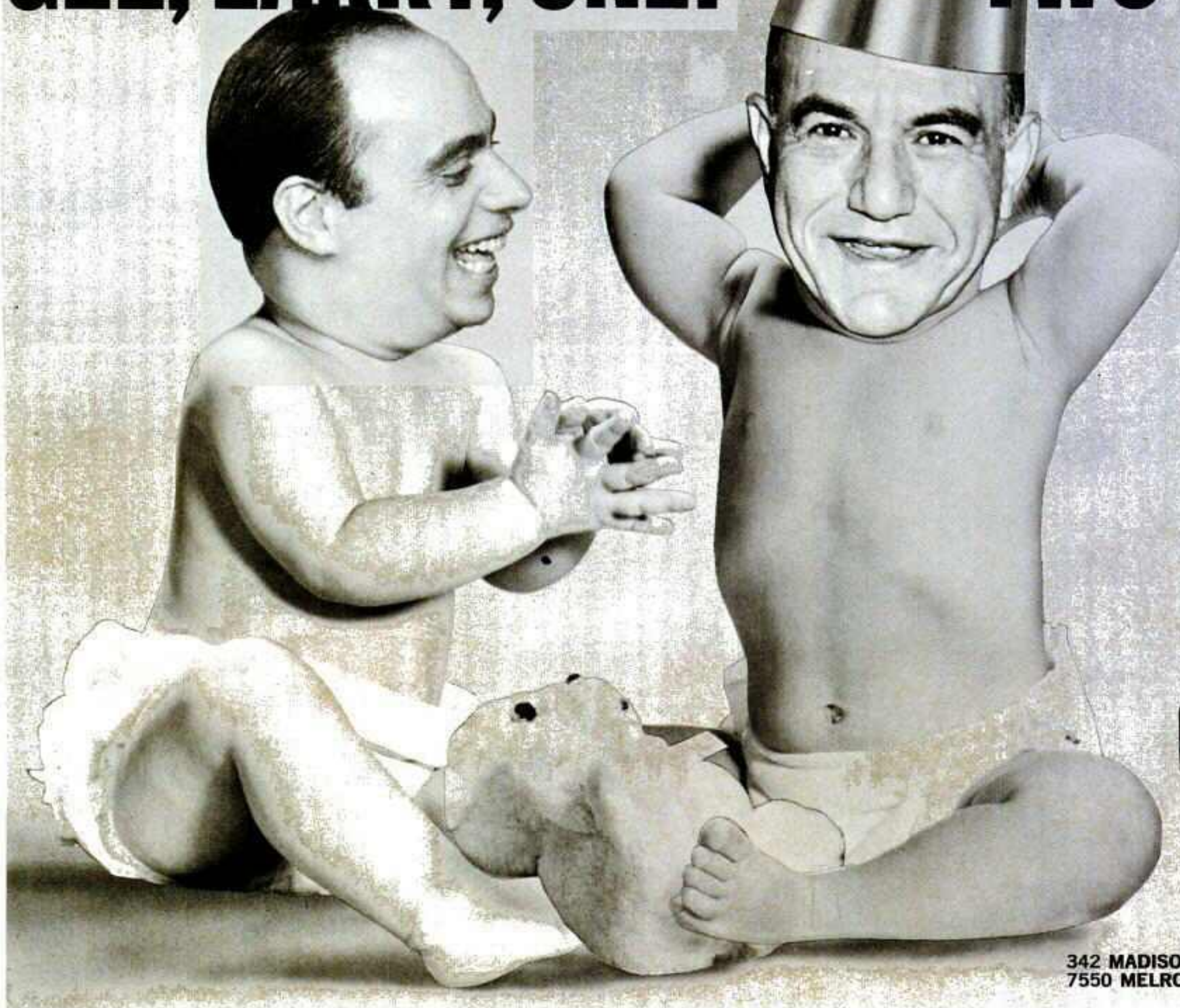


Exclusively Distributed by



- GENE PITNEY
- THE PLATTERS
- GEORGE JONES
- THE JIVE FIVE
- INEZ & CHARLIE FOXX
- TOMMY HUNT
- BARBARA & BRENDA
- JOHNNY CYMBAL
- MELBA MONTGOMERY
- THE SOUNDS SPECTACULAR ORCHESTRA
- LOS HISPANOS QUARTET
- LA PLAYA SEXTET
- TITO RODRIGUEZ
- ORQUESTA BROADWAY
- MANY OTHERS

# GEE, LARRY, ONLY TWO YEARS OLD



...AND ALREADY A KING  
IN THE CARTRIDGE INDUSTRY!

Congratulations and best wishes to you and ITCC for providing the tape cartridge industry with pioneering leadership, direction and purpose.

Ron Obsgarten, for

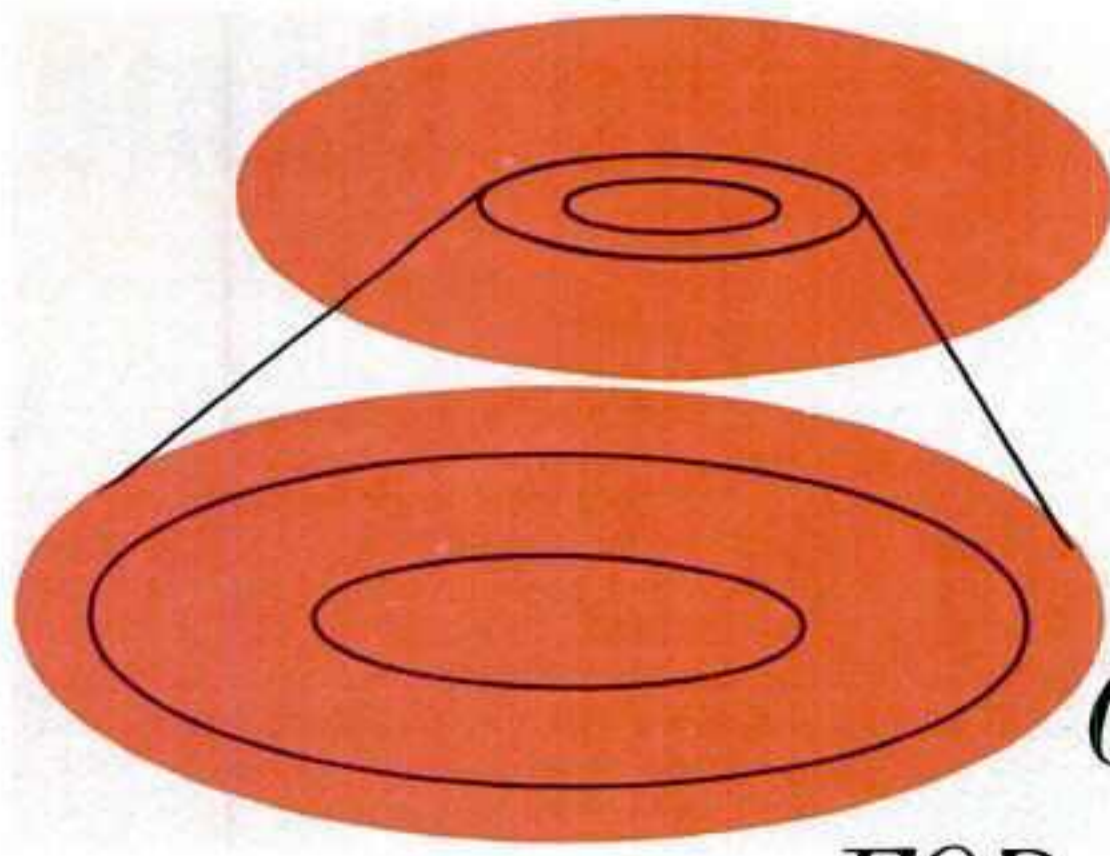
**CHANNEL MARKETING INC.**

MANUFACTURERS AND INNOVATORS  
OF TAPE CARTRIDGE ACCESSORIES


**(1 YEAR, 6 MONTHS OLD)**



342 MADISON AVE., NEW YORK 10017 • (212) 682-2848  
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## WHY DID ALL MAJOR MANUFACTURERS CHOOSE -TRACK STEREO FOR AUTO AND HOME PLAYERS ?


... Because the  -track system possesses those major features that appeal to the broadest market: simple operation, compact size, long playing time, a degree of selectivity, superior sound quality, reliability . . . and most importantly, *auto and home compatibility*.

Today, the entire U.S. auto industry offers factory or dealer installed  -track systems. Many truck and foreign car manufacturers have adopted the system. The big names in the auto accessory field are selling  -track.

All major home entertainment manufacturers will include the  -track in their 1968 lines. The system was selected because it approaches the audio quality found in present-day disc systems with features not found in conventional record changers.

## WHY DID MOST MAJORS SPECIFY THE **MOTOROLA** -TRACK SYSTEM ?

 ... Because they could count on the same sophisticated engineering reliability that designed and produced such Motorola market-makers as the electronic alternator system, the transistor ignition system, and the broad line of hi fidelity Motorola AM and FM car and home radios.

 It was Motorola engineers who, working with Ford and RCA and the Lear cartridge, developed the first 8-track player for Ford's 1966 auto line. It is Motorola you can count on for product reliability and capability.

 The majors specify Motorola. Do you?

THE WORLD'S LARGEST PRODUCER OF  -TRACK SYSTEMS



**MOTOROLA**  
Automotive Products Division

# Service Is the Name of the Game

By James R. Gall  
Executive Vice-President, ITCC

The tape cartridge industry, with proper merchandising efforts, has a greater potential of a variety of dealers than any other type of product purveying music—even records. A wide assortment of dealers is available for stereo tape cartridges—from the usual record dealers to drugstores, gas stations, automotive dealers, hardware stores, home appliance, radio and TV dealers, and even supermarkets.

Never before has the old axiom been truer: "Develop a plan and follow it!" At ITCC there has been this approach in our marketing, merchandising, sales, and advertising policies.

Careful planning went into analyzing the needs of our distributor and dealer organizations to provide the products and services necessary to satisfy a demanding national distributor organization and keep ITCC in the leadership position in the tape cartridge industry.

It was decided that a number of goals had to be established during these past few months:

## I. A Headquarters Organization Staff

This is composed of the marketing, legal, music, production, quality control assurance, royalty, and order departments.

During these past few months our goals have been accomplished and a complete organizational staff has been established to satisfy the needs of our dealer and distributor organization. May I introduce:

Jerry Geller—our popular sales manager who is both well known and very knowledgeable in the music industry.

Billie Dobson—our head of customer relations, who handles our exchanging and warranty policies as well as trouble shooting for all distributor requests.

Jack Lewis—the assistant to the president and vice-president, who is an administrative assistant to both Larry Finley and myself and is responsible for all liaison between the manufacturer and our four major distributing warehouses.

Lawrence Mirken—our secretary-treasurer, a graduate of law school and House Counsel. Due to his law background, he has on many occasions advised and counseled our distributors on request.

Harry Ringler—controller and operations manager. Again, with an extensive background in the music industry and widely known by our distributing organization:

William Higgins—chief accountant, also from the music industry with a wide music background.

Wallace Iroff—credit manager, who has initiated and established our credit policy, widely accepted by our distributor organization.

Nick Quisado—music liaison manager, who is responsible for selecting all of the music in our library.

Jules C. Cadenas—production manager in charge of duplicating and manufacturing the tape cartridges.

Florence Gaydosik—manager of our order department and in charge of invoicing.

Last, but not least, and in line with our new image at ITCC, we introduce a new addition to our staff:

Eugene Liposki—music engineer and manager of quality assurance. Liposki's main objective is to assure all of our customers that ITCC's products will be unexcelled in quality sound reproduction and production performance. He will have complete charge of determining the type of product we will deliver to our customers. He comes to ITCC with a wide background in sound and the electromechanical field.

## II. A Marketing Policy

In analyzing all requirements for successfully merchandising tape cartridges, it was soon determined that, because of the wide selection of dealer clientele—which serves both home and automotive products—it was

necessary to establish sales, advertising, and merchandising policies.

ITCC has, in the past few months, organized a nationwide field sales organization under the direction of our national sales manager.

The field sales organization has justifiably proven their worth in solidifying a greater rapport of both service and communications between headquarters and the distributor organization.

An advertising and sales promotion policy has been developed, offering the distributor the use of accrued co-operative advertising moneys as well as providing our distributors with an accrued market development fund which they can use for sales tools such as catalogs, ad mats, windows banners, dealer identification signs, and other retail aids. This was a first in the tape cartridge industry and is widely accepted by our distributors and dealers.

## III. Production Control

As is true in any industry, and particularly in the music industry, a small percentage of total product availability accounts for 65 per cent to 85 per cent of the total sales. It is the remaining small percentage that provides the largest potential that is our main concern in production control.

We have recently established the necessary statistical information flow to our distributors, our purchasing department, duplicating and production people, which will insure a feed-back to provide product availability in our hottest selling numbers.

Our first aim was to shoot for 90 per cent fill of customer orders within four days while accelerating our efforts to obtain the ultimate goal which will result in as close to 100 per cent fill as possible.

In the final analysis, the entire organizational staff of ITCC is geared to provide the one commodity we know we must excel in to maintain the leadership of ITCC and that is a big one called **SERVICE**.

## Jerry Geller: Sophisticated Marketing



Jerry Geller, National Sales Manager

"With distributors in every State of the nation, ITCC has now firmly established a complete line of communication with the consumer. By releasing advertising policies, price and sales bulletins to our distributors, we keep them constantly aware of what is happening in our field and of the rapid changes occurring in our industry."

Geller joined ITCC as national sales manager in January after filling the same capacity at Connoisseur Records Corp. Geller has also worked for Pickwick International and served as president of Renell Enterprises, book publishers.

Geller helped develop ITCC's new "Hot 6 Plan" which he feels is the most sophisticated approach to the industry and needs of the consumer.

"Since the plan was created for accounts of all

sizes, this plan will open new vistas in marketing. We can now fully serve all outlets: drugstores, supermarkets, large discount houses, gas stations, etc.

"Billboard has become the guide for the tape cartridge industry and our merchandising concept utilizes Billboard's top-hit charts. When and where possible, however, ITCC is now able to release cartridges day and date with the LP's." The customer no longer has to wait until an LP has reached the top 10 list. ITCC salesmen are now covering the entire country in a broad field force. They have found a more rapid public acceptance and education of the various tape configurations and units available.

"With our 'Hot 6 Plan' and continued emphasis on reaching the largest share of the over-all market, ITCC will continue to be the innovators of the tape cartridge industry."

## THE INTERNATIONAL OUTLOOK

After two years of operation in the United States, ITCC's president, Larry Finley, announced the establishment of factories and distribution firms in France and Switzerland. Plans are also being made to establish ITCC in Panama, Tokyo and the United Kingdom before the end of the year.

ITCC of Switzerland will be jointly owned by ITCC of the United States together with Arcadi Voltas and Peter Khala of Geneva, Switzerland. In Paris, the company will be known as ITCC of France and will be operated by ITCC in conjunction with Spencer Wallis and Nano da Silva Ramos.

This marks a milestone in the history of tape cartridges inasmuch as this operation will help further the growth of the tape cartridge industry in foreign countries. It is making cartridges available at much lower prices than if they were imported from the United States.

To insure quality to the record companies licensed to ITCC, ITCC will duplicate both 4 and 8-track tapes on 3600-foot reels, ship the prerecorded reels, empty cartridges and labels to the ITCC foreign facilities where they will be loaded and marketed. A complete

sales organization will be established for these new markets. This procedure will remain in effect until such time as the foreign market is large enough to warrant the investment of proper duplicating equipment. As soon as this happens, complete duplicating plants will be established in these countries.

ITCC now has international rights for many of its labels and in addition, foreign titles from various countries will be acquired for these companies. Along with the labels for which ITCC has foreign rights, ITCC now has the exclusive 4 and 8-track rights for all MGM, Verve, Verve-Forecast, and other MGM products throughout the United Kingdom.

Although the demand for cartridges is small at this time in these foreign countries, it is ITCC's belief that this market will greatly expand during the next two years. More machines are being imported daily to these countries, and factories for play-back units are being established in many of these countries. One of the reasons for the slow growth of this industry in foreign markets has been the unavailability of properly duplicated tapes. With the advent of ITCC into the foreign market, it is expected that this business will mushroom as rapidly there as it has in the United States.

# Gall Supervises Headquarters Staff



JAMES GALL GOES OVER DETAILS of new contract with Lawrence Mirkin, Secretary-Treasurer and House Counsel.



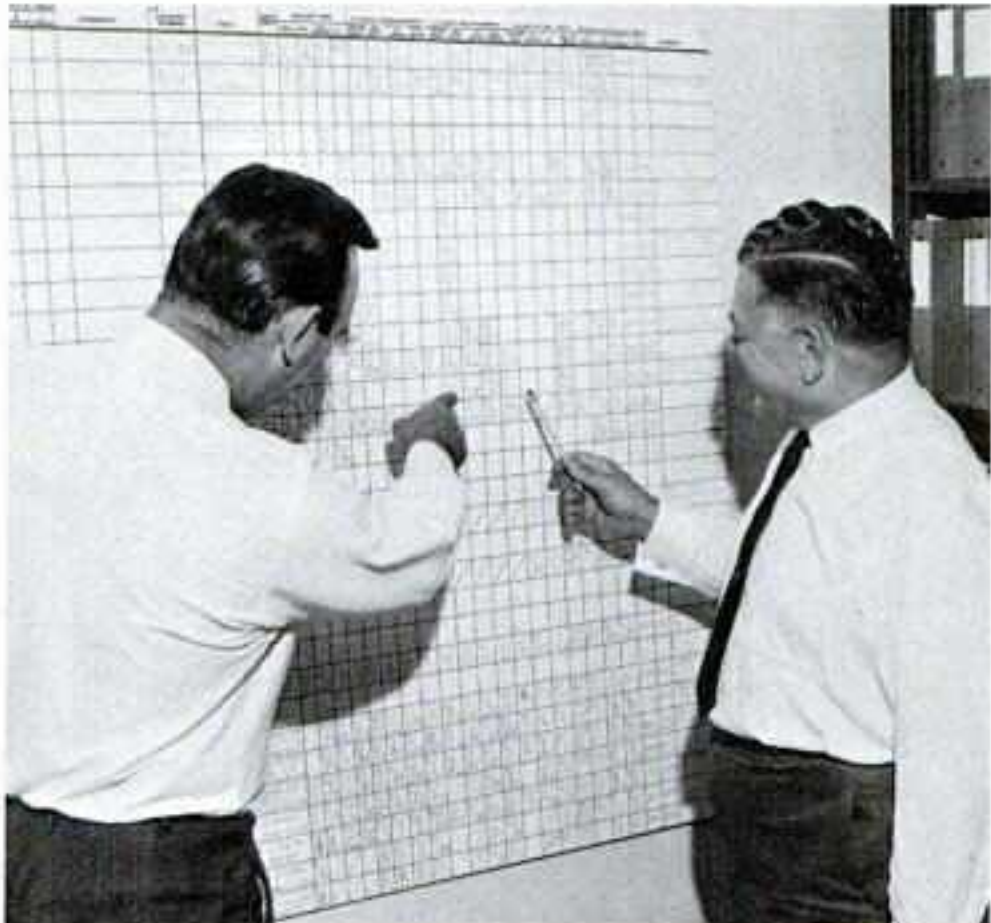
REVIEWING STATUS of accounts in the ledger, and quite pleased, are (from left to right) William Higgins, Chief Accountant; Harry Ringler, Controller; and James Gall, Executive Vice-President.



JAMES GALL AND BILLIE DOBSON, ITCC's Director of Customer Relations, scan map denoting distribution area throughout the country.



EXECUTIVE VICE-PRESIDENT JAMES R. GALL looks over new "Dr. Dolittle" recording with Nick Quisado, ITCC's Music Liaison Manager, and Director of Record Company Relations.



JOE JAMISON, MANAGER OF STEREO DEVICES, ITCC's manufacturing arm, study this month's production schedule with James Gall.



JAMES GALL DISCUSSES THE MECHANICS of the tape cartridge with Eugene Liposki, Manager of ITCC's new Quality Assurance program.



WITH HARRIET LEIMAN, Director of ITCC's Royalty and Copyright department, Jim Gall double-checks correct publisher's listings.

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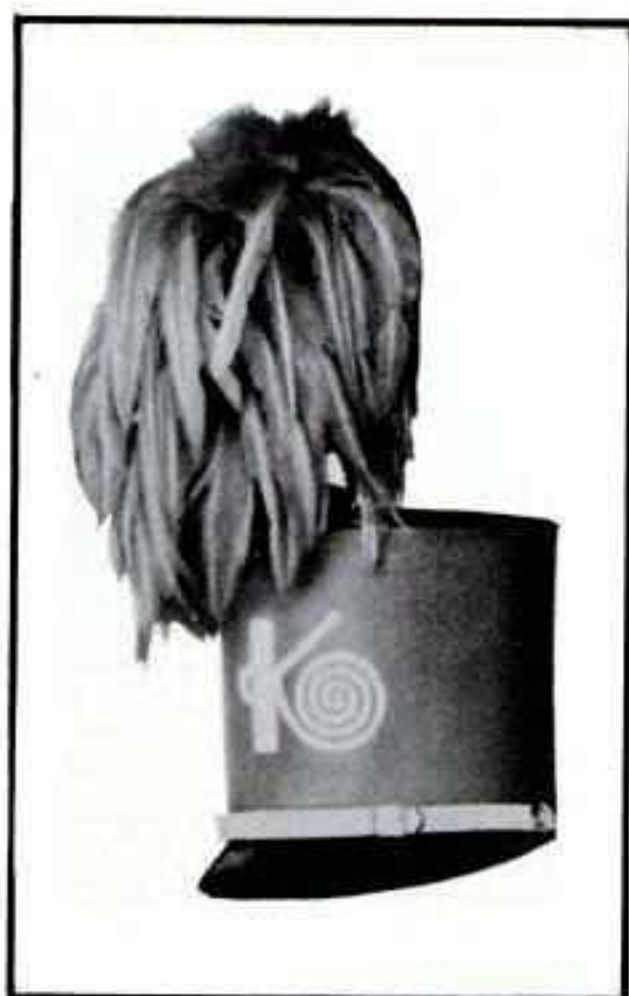
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anniversary.**



**Kapp Records**

# 'Doctor Dolittle': Soundtrack Milestone

ITCC has exclusive 4 and 8-track cartridge rights for the original motion picture soundtrack album of 20th Century-Fox's production of "Doctor Dolittle." This promises to be the most important soundtrack recording ever released.

To launch the sales campaign for "Doctor Dolittle," ITCC sent a mailing to every distributor. The package included a press book on the picture from 20th Century-Fox, an 8-track cartridge and a stereo album of the original soundtrack. Initial sales figures have been fantastic, and reorders are already coming in from the majority of ITCC distributors.

Sales of cartridges will be greatly helped by the tremendous advertising program by 20th Century-Fox Pictures and 20th Century-Fox Records. They have planned one of the most ambitious campaigns to launch the album and includes national advertising in major magazines, newspapers, television and radio.

In addition to the above, hundreds of "Doctor Dolittle" products have been released and it is estimated that hundreds of millions of pieces of "Doctor Dolittle" merchandise will be sold in over 50,000 retail stores. With over \$8,000,000 having been budgeted for advertising and exploiting the hundreds of "Doctor Dolittle" products in all advertising media.

The film, which stars Rex Harrison, Samantha Eggar, Anthony Newley, and Richard Attenborough, is a delightful fantasy concerning the lovable veterinarian who is able to talk with animals. The charming score was written by Leslie Bricusse, who composed the music for "Stop the World, I Want to Get Off," "The Roar of the Greasepaint, the Smell of the

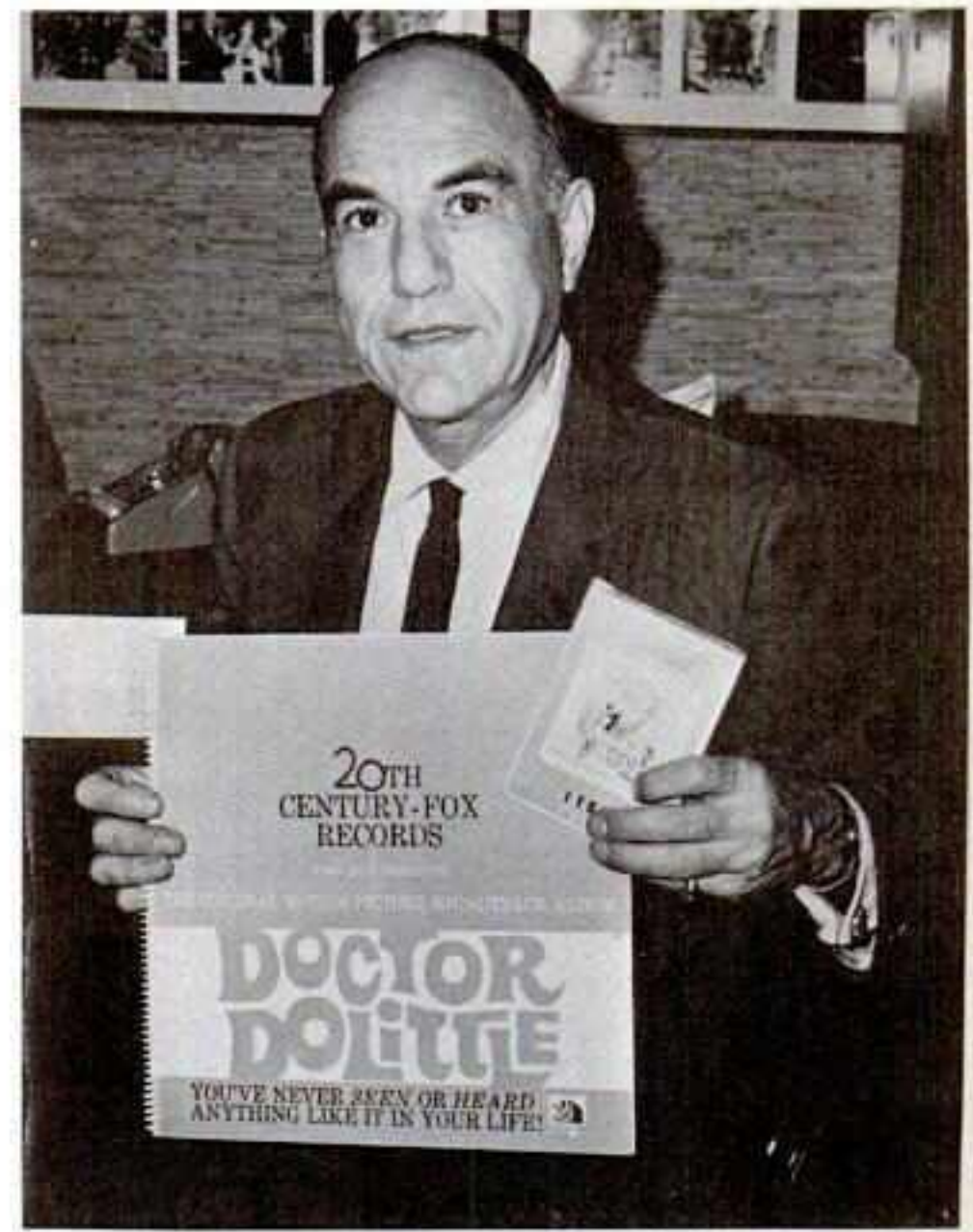
## Soundtrack Bonanza on ITCC

In addition to the exclusive 4 and 8-track rights to 20th Century-Fox's catalog, which includes the original soundtrack of "Doctor Dolittle," ITCC numbers among its best-selling cartridges, MGM's original soundtrack of "Doctor Zhivago" and the original cast album from Kapp's "Man of La Mancha." Also, MGM's "You're a Good Man Charlie Brown" and the soundtrack from the new film, "Far From the Madding Crowd."

Also listed in ITCC's catalog are the original soundtrack recordings of "Born Free," "Grand Prix," "The Fantastiks," "Lawrence of Arabia," "Gigi," "The Threepenny Opera," "The Sandpiper," "The Bible," "Zorba the Greek" and many others.

Crowd," and "Pickwick," which featured the popular song, "If I Ruled the World."

Along with "Doctor Dolittle," ITCC has the exclusive 4 and 8-track cartridge rights for other 20th Century-Fox original soundtracks which are still in the ITCC best-selling list. These include: "Zorba the Greek," "Sand Pebbles," "The Bible" and "Cleopatra."



ITCC'S LARRY FINLEY is seen with original soundtrack LP recording of the 20th Century-Fox picture, and ITCC's cartridge version.

# "HOT SIX" Plan Bows

The most revolutionary merchandising concept ever introduced to the tape cartridge industry has been announced by International Tape Cartridge Corporation—which has once again proved itself to be the true leader and innovator in this new constantly expanding industry.

The ITCC "Hot Six" Plan provides the largest exposure of desirable tape cartridges to the public than has ever before been possible.

This new merchandising program received unanimous acclaim at the recent NARM Convention as being one of the greatest steps forward for the industry.

The program allows any dealer, no matter how large or small, the opportunity to offer six of the most popular, fast-selling 4 or 8-track cartridges in the ITCC catalog as authenticated every week by the "Top LP" listing featured in Billboard.

Research and development was done by ITCC for several months before proceeding with this plan. At the two Howard Johnson Motor Lodges in Binghamton, N. Y.—the ITCC "Hot Six" point-of-purchase display was placed at the registration desk purely for test purposes. Donald Herr, owner of the Howard Johnson Motor Lodges, reported that within two hours from the placing of the display that one person pur-

chased all six of the 8-track tapes that were on the card. Within a week's time, he reported sales of 27 of the 8-track tapes and 11 of the 4-track tapes.

Every week, any dealer selling consumer products from the smallest gasoline stations, drug stores, hardware stores, highway restaurants, motor lodges, check-out counters in discount stores or supermarkets, receives from their distributor an attractive, full-color, self-selling point-of-purchase display. This display may be placed on the counter or on the wall. Each display contains six pre-selected 4 or 8-track fast-selling cartridges from major labels licensed to ITCC.

The cartridges are affixed to the display card in such a manner that they can be removed easily and an additional cartridge can be placed on the display because of the special adhesive backing which permits the cartridges to be taken off and replaced.

Since the display contains only the fastest selling cartridges, there is no problem with inventory. The distributor maintains a sufficient "back-up" stock of these cartridges to supply dealers with sufficient quantities.

As Billboard's "Top LP" changes each week, the top-selling selections in the ITCC "Hot Six" plan will be revised.

The display card comes packed in an outer carton



JIM GALL, EXECUTIVE VICE-PRESIDENT, displays ITCC's unique merchandising display which features the current top six recordings based on Billboard's Top LP's chart.



DONALD M. HERR, owner of Howard Johnson Motor Lodges in Binghamton, N. Y., finds that he is now a successful tape cartridge dealer with ITCC's new "Hot 6 Plan" merchandising concept.

with the cartridges already affixed to the card. In the carton are window banners, newspaper mats, and sales aids for the dealer. This ITCC "Hot Six" package is supplied on a weekly basis to the dealers from ITCC distributors.

Market tests have already proved that more and more dealers are encouraged to enter into the cartridge business with a minimum investment. This exposure offers the public the most expansive access to tape cartridges than has ever before been made possible.

# Finley Faith Pays Off

By MORT NASATIR  
President, MGM Records

Larry Finley came to me at a point in time and said he had faith in the tape cartridge business and was going to form a new company.

We all felt the excitement of watching this new product come into existence as ITCC duplicated our material in 4-track. We really flew by the seat of our pants in those not too far gone early days of this new industry. There were several different kinds of packages and the big question was: were there enough players out on the market to play these wonderful cartridges?

Almost without exception, the performers were in favor of cartridges as a new medium for their product. Most people reacted favorably to the cartridge idea and felt it was a step forward.

In the beginning, we were terribly interested because Larry opened automotive as well as record outlets, and we constantly compared which would be the most successful. At the outset, record merchants  
(Continued on page ITCC-76)



MGM RECORDS PRESIDENT MORT NASATIR (standing) during signing of contracts giving ITCC exclusive 4-track rights to MGM product, accompanied by Mel Price, head of MGM's cartridge product; Irv Stimler, director of MGM's Special products, and ITCC President Larry Finley.



# Best wishes ITCC on your second anniversary.



## From the MGM Records family of artists available on ITCC 4-Track Cartridges.

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# TAPE PROGRAMMING THE CRAIG CORPORATION WAY

In November of 1966, the Craig Corporation, Denver, Colorado branch, decided it was time to exploit the possibilities of programming prerecorded tape. Al Bergamo, Craig Denver Branch Manager, states that, "The terminology, tape programming, was used because we felt the service we offer is an extension of the normal functions of a sub-distributor or one stop." Craig Corporation supply the accounts with a selection of racks for use in marketing reel to reel, 4 and 8 track cartridges and cassettes. The dealer has the option as to the finish or color he prefers in order to blend in with the decor of his store. The inventory is controlled by use of best seller inventory central sheets, and inventory is changed on a regular basis in order for the dealer to constantly market the newest and best selling music possible. Craig Corporation programs tapes for 48 major labels. Divider cards are supplied, special order blanks are available, and all tapes are prepriced for the dealer.

Four salesmen service the Rocky Mountain area for Craig Corporation. Don Donovan, and Marty Bendik control the tape program for the Colorado market. Joey Cash, 5821 Normont Way, El Paso, Texas, A. C. 915-584-4047, services New Mexico and El Paso. Don Webb, 1081 Lori Way, Salt Lake City, Utah, A. C. 801-266-0724, services the Utah and Idaho area. Joyce Sawyer heads up the Tape Programming Division for Craig Corporation Denver. Joyce has seven years' experience in the record business. Miss Sawyer says, "The tape business is the most exciting and shows the greatest growth potential the music industry has seen since the advent of the phonograph record."

The dealers who are interested in more information about Craig's tape programming,  
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LARRY FINLEY PRESENTS second Gold Cartridge Award to Herb Alpert and the Tijuana Brass for \$250,000 in ITCC cartridge sales of A&M's "What Now My Love." First Gold Cartridge Award was presented to A&M for its "Whipped Cream and Other Delights" \$250,000 cartridge seller.

## ITCC Assembles Stars of Its Own

Blazing a path in the cartridge field, International Tape Cartridge Corp. will soon bow its third series featuring international personalities exclusively on cartridges. The latest major personality just signed to the growing ITCC label roster is Danny Thomas. ITCC president Larry Finley will bow a new series titled "Danny Thomas Presents the Satin Strings" in both 8 and 4-track, with reel-to-reel soon to follow. The same series many eventually be contracted for regular albums record release.

ITCC recently launched cartridge featuring similar packages by Red Skelton and Georgie Jessel. Like Skelton and Jessel, Thomas is known around the world through his TV shows. All contracts are long-term and exclusive, and represent an enormous path-blazing maneuver for the pioneering cartridge firm and fully illustrate the prestige and merchandising potential today in the tape cartridge business.

The initial Danny Thomas series will consist of six cartridges of lush orchestral music as selected by Thomas. The selections will consist of a majority of standards, plus motion picture themes. Finley said product will be available in stores in a month.



DANNY THOMAS BEING signed to ITCC by Larry Finley.

## Tribute to an Industry Leader

By JERRY MOSS  
President, A&M Records

In the two short years of our association with Larry Finley and ITCC, A & M Records has experienced an explosive growth. I believe we owe a great part of our success in the tape CARtridge area to Larry Finley and ITCC.

ITCC was the first duplicator to release our product in both the 4 and 8-track configurations. The quality, promotion and merchandising that sparked our entrance into this field was more than commendable. It is my pleasure to mention here that the rapport between our two companies has more than matched strides with the tremendous sales we've enjoyed over this period.

We were very proud recipients of the very first "Gold Cartridge Award." This was an innovation of Larry's. Herb Alpert and the Tijuana Brass received this prize commemorating \$250,000 in sales for their LP "Whipped Cream and Other Delights." This was, in fact, followed by the presentation of a second Gold Cartridge for the same group's "What Now My Love."

A & M Records has every reason to respect, appreciate and admire the hard work Larry Finley as an individual, and ITCC as a company have put forth to make the tape cartridge industry what it is today. I, for one, am eagerly looking forward to a very exciting future with this fine company which certainly fits the title, "An Industry Leader."

## Red Skelton and ITCC

The new "Red Skelton Presents the Velvet Strings" series on ITCC is now being released in both the 4 and 8-track configurations. The series is comprised of albums newly recorded in stereo of Red's own compositions as well as many of the beautiful "standards" which have been personally selected by Red for this series.

It is a little known fact that Red Skelton, in addition to being one of the world's most beloved comedians, is a very talented composer. He has composed much of the music heard every week, played by David Rose and his orchestra, on his famous television show.

Several months ago Red Skelton and Larry Finley went to London to record several of Red's own compositions at the Reditune studios. A 50-piece orchestra,

directed by Lou Whiteson, faithfully performed such selections as "Deep Sea," "Istanbul Express," "Moonlight on Fuji" and "Raindrops on a Balalaika."

The type of music in the "Red Skelton Presents" series is the type of music best suited for automobile listening. Some of the "standards" in this series include "September Song," "Deep Purple," "Ebb Tide," "Don't Blame Me," "Moonlight in Vermont."

The signing of Red Skelton by ITCC marks the first time in the history of the cartridge industry that a tape firm has signed a name artist of the stature of Red Skelton to record exclusively for the cartridge medium.

The Red Skelton series is exclusive with ITCC on all tape configurations.



(Left) RED SKELTON JOINS ITCC's roster as Larry Finley signs him to a contract. Skelton is being featured in ITCC's "Red Skelton Presents the Velvet Strings" series recorded specifically for cartridge release.



(Right) LARRY FINLEY WITH LOU WHITESON, conductor of the orchestra, and Red Skelton go over the lead sheet of Skelton's "Istanbul Express."

## Light Views Tape Cartridge

By ENOCH LIGHT  
President, Project 3, The Total Sound Inc.

Having been connected with various areas of recording for about 30 years, I have been privileged from time to time, to participate in its remarkable advances. The tape CARtridge is an important factor in our over-all expansion because it has attracted the attention of millions of people who had little or no previous interest in stereo. There has been a tremendous impact through the automobile, where the nature and physical set-up of the car lends itself beautifully to a colorful impression of the musical content by serving, in a way, as a nearly perfect sound-box. This has been a very significant step in increasing "stereo consciousness" in America and elsewhere.

The popularity of stereo recording began about nine years ago, and the recent success of the tape cartridge is a fortunate thing for the entire trade—the equipment takes very little space, it has great value as an extra playing unit in the home, and it has added

a fun "happening" to those who are experiencing stereo for the first time.

The tape cartridge is now approaching a quality level, and it has given us all an extra pair of wings. We welcome it and believe it will continue to grow and become more and more successful as an integral part of our fast-moving industry.

We, at Project 3, are happy to be associated with ITCC who have the exclusive 4 and 8-track cartridge rights for all of our product.

We selected ITCC because of the top quality of their duplication as well as their tremendous sales marketing force.

We are looking forward to next month when Project 3 reel-to-reel tapes will also be available from ITCC.

In addition to ITCC's own distributors, Project 3 cartridges are available from Project 3 distributors.



ENOCH LIGHT SIGNS CONTRACT with Larry Finley granting cartridge rights for his Project 3 label to ITCC.



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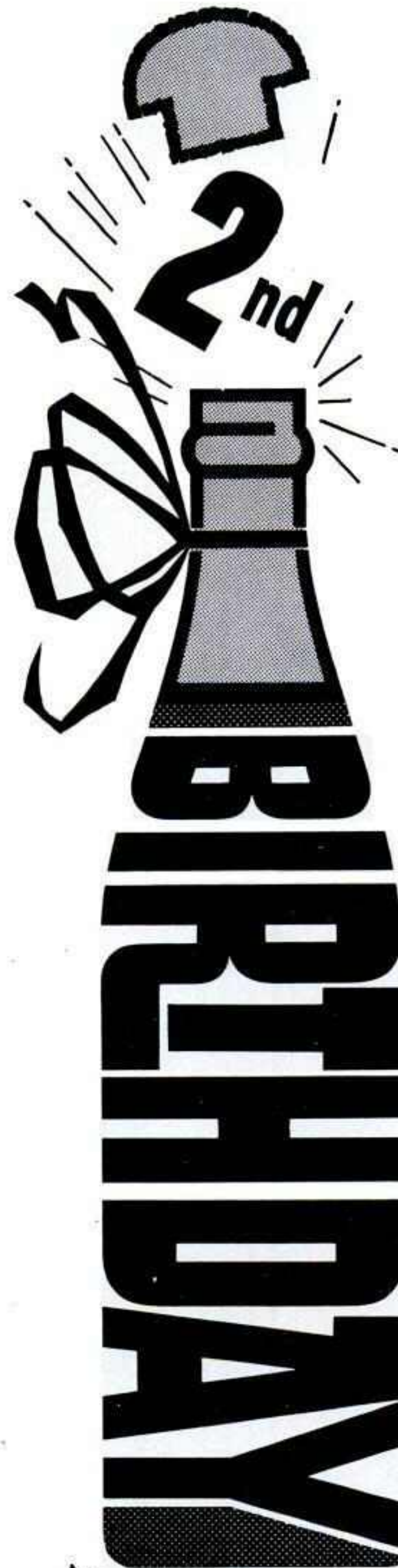
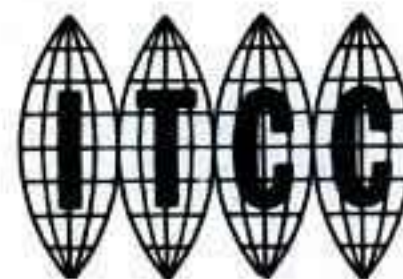
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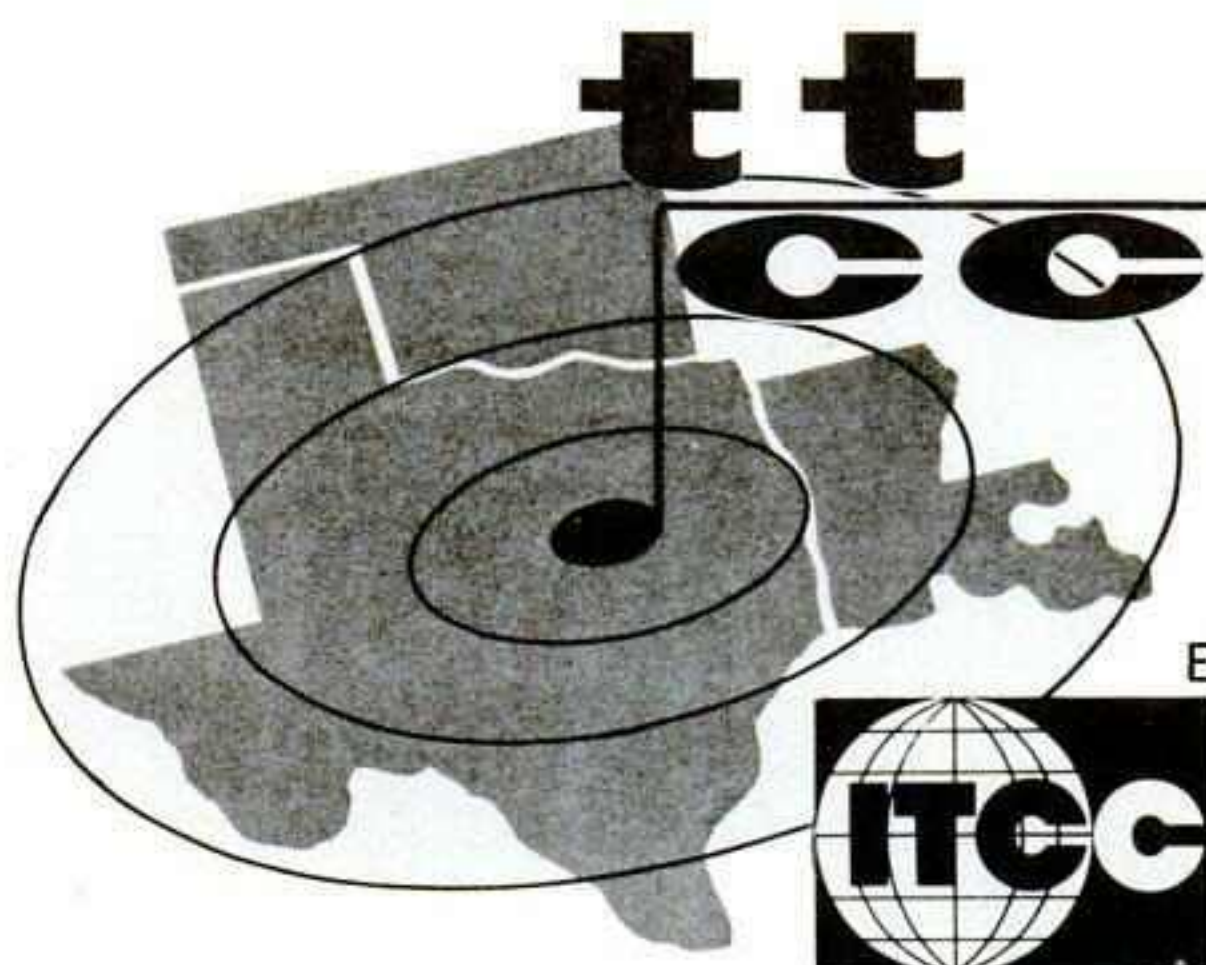
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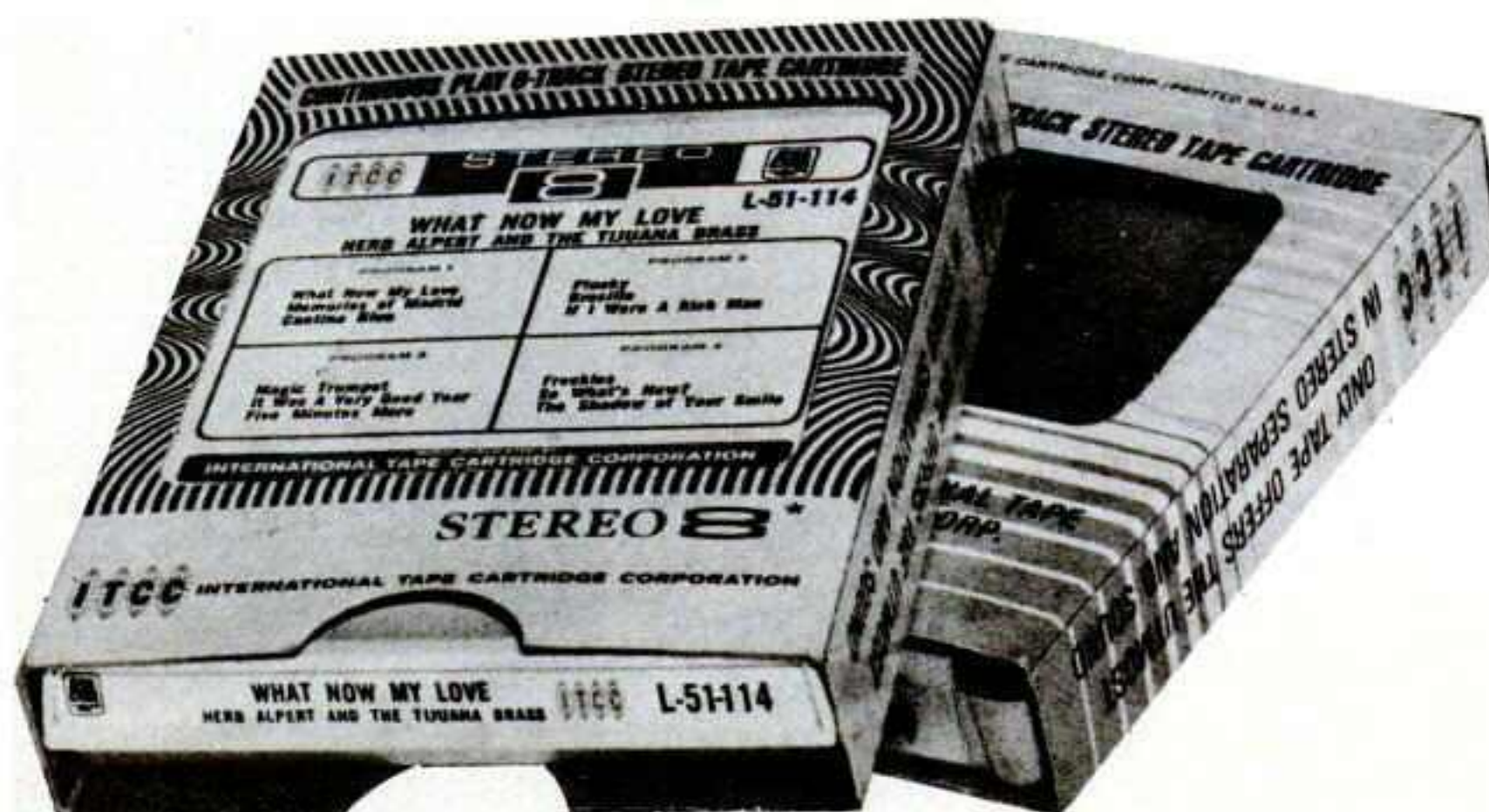
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Jack Lewis Profile

# The Space Age Approach

Jack Lewis, who has the official title of assistant to the president of ITCC, always wanted to be an astronaut. This may be one of the reasons why he refers to the tape CARtridge industry as "The space age product of the music business."

Lewis was the first executive hired at ITCC and has since been performing in every department within the company. He has supervised music production, compiled and produced the ITCC catalog, worked in the accounting, credit, and sales department, and has lent his advice to every phase of operation at ITCC.

He has accomplished this feat by remaining flexible and eager to experiment in all areas of the business. "And this is precisely what ITCC has done in the tape cartridge industry. It has experimented; it has kept its position in all configurations by remaining flexible. By growing in the industry, it has also grown internationally in a most gratifying way.

"The technology, the design, the engineering in duplicating, production and automobile equipment—all of these have contributed to the enormous maturity of this field. Since I was one of the first employees here, I have been able to see how this growing process has put a lot of people to work, specializing in specific departments that were unheard of only last year!"

While moving his wife and two children into their new home in East Brunswick, N. J., Lewis reflected on



Jack Lewis, Director of Special Services

the idea of always looking toward the future rather than maintaining the status quo, no matter what position one may presently hold.

"We are the segment of the music industry that has thought enough about the future to see that the quality, convenience, and necessity for music entertainment must come from our product and must always be ready to adapt and change. That's why ours is the space age product."

## ITCC Offers Flexible Credit Policy

When news broke out of the large-scale riots in Newark, Detroit, and other cities throughout the country last summer, ITCC's Wallace Iroff got on the phone right away to see if ITCC could offer help to customers who had merchandise stolen or destroyed by fire.

"When a customer suffers a bad loss, we not only offer to extend time, but ask what help we can give by way of replacing destroyed merchandise and working with the customer to aid him in getting the business back in shape again."

Iroff has been ITCC's credit manager since last February. He is a member of the New York Credit and Financial Institute as well as the Credit Man's Fraternity. Since the tape cartridge industry is relatively new, he feels our credit policy should be a firm one surrounded by a great deal of understanding.

"Since we are a new industry, we are working with many marginal companies—just created—yet showing us a tremendous growth potential. We are also dealing with many diverse industries including the music and auto firms.

"It is important that credit be used as a tool to increase sales and stimulate the growth of the company. I have always felt that the best collection agency is your own company if you have a product to sell. At ITCC we have always offered and will continue to offer a good product and plenty of incentive. Our customers need us as much as we need them. It works both ways.

"It is this kind of understanding that gives a company its character, the trademark that is recognized throughout the industry. It is largely this character that has given ITCC the position it holds today."

# Exclusivity Means Leadership

One of the main reasons for ITCC's leadership in the stereo tape CARtridge industry is the large number of exclusive labels under license to ITCC.

Almost every week a new record company is signed by ITCC, and in most cases these are exclusive contracts giving ITCC all tape rights—including 4 and 8 track cartridge, reel-to-reel, and 2 track. Some of the contracts call for exclusive record rights although there are no plans at this time for ITCC to enter the record business.

Recently, an exclusive contract was signed with MGM Records, Inc. for the MGM, Verve, Verve/Forecast, and Kama Sutra labels, with all of the "greats" and soundtracks of these labels available exclusively on 4 track with ITCC.

The Twentieth Century-Fox-ITCC contract calls for an exclusivity on both 4 and 8-track cartridges. One of today's top sellers is the original motion picture soundtrack of 20th Century-Fox's "Dr. Dolittle," which has indications of being the biggest selling soundtrack of all time, exceeding the sales of "The Sound of Music," "Mary Poppins," "Dr. Zhivago," and "Zorba the Greek," which is still one of ITCC's biggest selling soundtracks. Other soundtracks from 20th Century-Fox which are exclusive with ITCC are "The Sand Pebbles," "Cleopatra" and "The Bible."

One of the most recent exclusive contracts, covering all tape configurations, has been signed with Buddah Records. This includes "Captain Beefhart and His Magic Band" and other albums which are in the process of being released by this label.

Art Talmadge's Musicor, which includes on its artist list such best selling artists as George Jones, Gene Pitney, the Platters, Tito Rodriguez and others, all exclusive on ITCC for 4 and 8-track cartridges as well as being available on the two track "PlayTape-type" system.

What was probably the most "sought after" new label in the music world, was Enoch Light's Project 3, was awarded to ITCC. The Project 3 contract gives ITCC exclusive rights on 4 and 8-track cartridges and also permits ITCC to release all of the Project 3 albums on reel-to-reel tapes and two-track.

Rusty Warren, and all the greats of the comedy

field as well as Aliza Kashi, "The Fifth Estate," and other greats of the Jubilee label, are exclusive on ITCC as are the companion labels to Jubilee, Dana, Josie, and others.

One of the first exclusive contracts signed was with Herman Gimbel, president of Audio Fidelity. Audio Fidelity's releases include Al Hirt, Louis Armstrong, the Dukes of Dixieland, and many other great artists in the Audio Fidelity catalog.

Laurie Records, who was with ITCC on a non-exclusive basis for the past two years, has just entered into a long term, exclusive contract giving ITCC all tape rights for its fast-rising catalog.

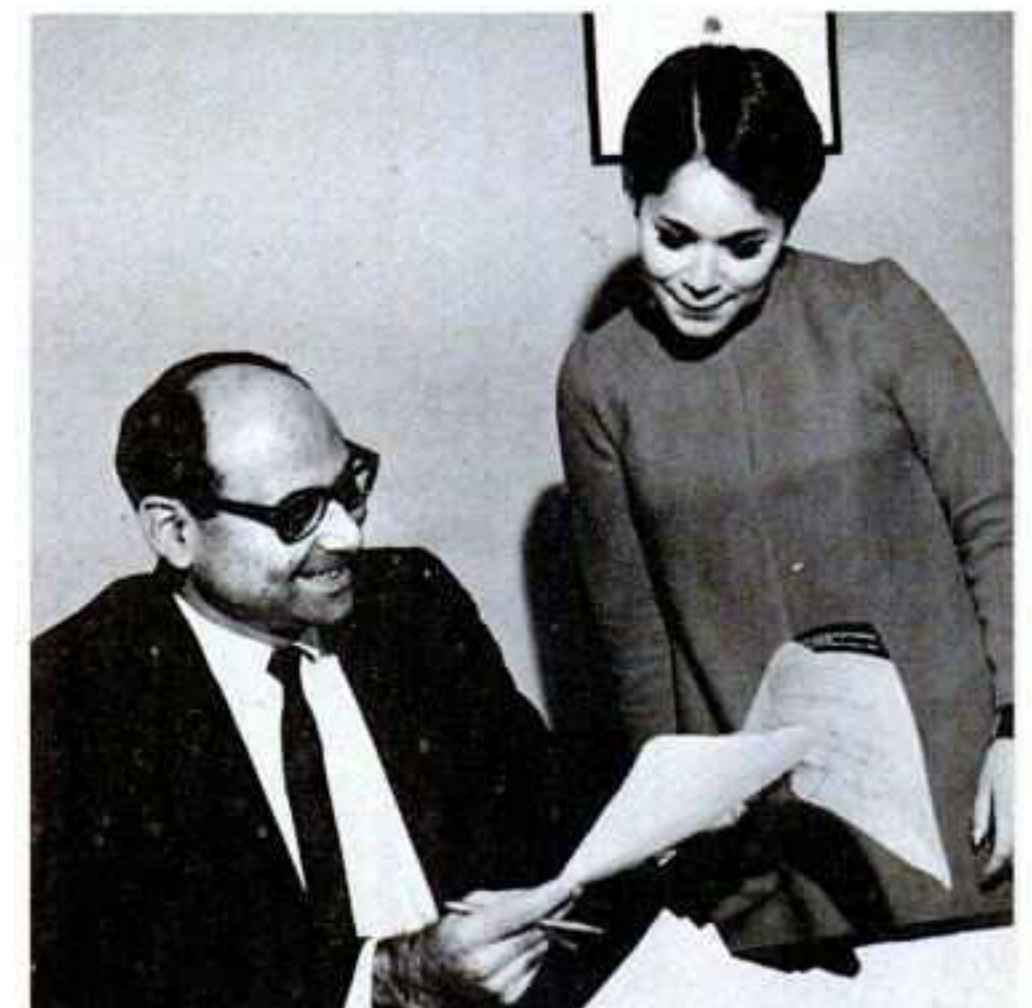
Another strong exclusive label is Roulette, offering all the greats of the jazz world. The Roulette line includes "The Best of the Most" series which features many of our finest artists on a single programmed cartridge. Among the popular artists included are Count Basie, Duke Ellington, Sarah Vaughan, Louis Armstrong, Dinah Washington, Joe Williams, Billy Eckstine, Tony Bennett, and many others.

ITCC now has exclusive rights to the Starday catalog for all tape configurations. Starday features what is considered to be the nation's greatest country and western musicians and singers, offering the best selling country and western albums.

Recently, exclusive contracts have been signed with three "greats" in the entertainment business. The "George Jessel Presents," "Red Skelton Presents," and the "Danny Thomas Presents" albums feature the first three artists ever to be signed by ITCC on exclusive tape contracts. These tapes feature these artists' favorite music, and the contracts with these entertainers represent another first for ITCC in the tape cartridge industry.

Exclusive contracts are in effect with Reditune, a division of Rediffusion in the United Kingdom, the Seeburg Music Library, Ember Music and Thomas J. Valentino.

ITCC will continue to maintain its leadership in the stereo tape cartridge industry through the acquisition of additional contracts on both an exclusive and non-exclusive basis. If it's "hot" on albums, ITCC will have it on tape!



Credit Manager Wallace Iroff goes over statements with Secretary Lauren Tucker.

## Constant Communication With the Trade

ITCC is a two-year-old that has not only learned how to talk (and sing!), but has already learned the invaluable fine art of communications. We have heard the whole world complain of the lack of it, we have seen the music industry becoming further aware of it, and we have taken the initiative in the Tape CARtridge industry to see that the closest possible communications have been established. Now we are compelled to see that they are upheld.

It is one thing to encourage close contact with our customers, as our sales department does, and it has always been emphasized in every one of our departments. But it becomes imperative in our production department where the product we sell—music—is concerned.

Nick Quesado is the man who supervises music production at ITCC and he is fully aware of the problem in keeping in constant communication with the record manufacturers and producers.

(Continued on page ITCC-76)

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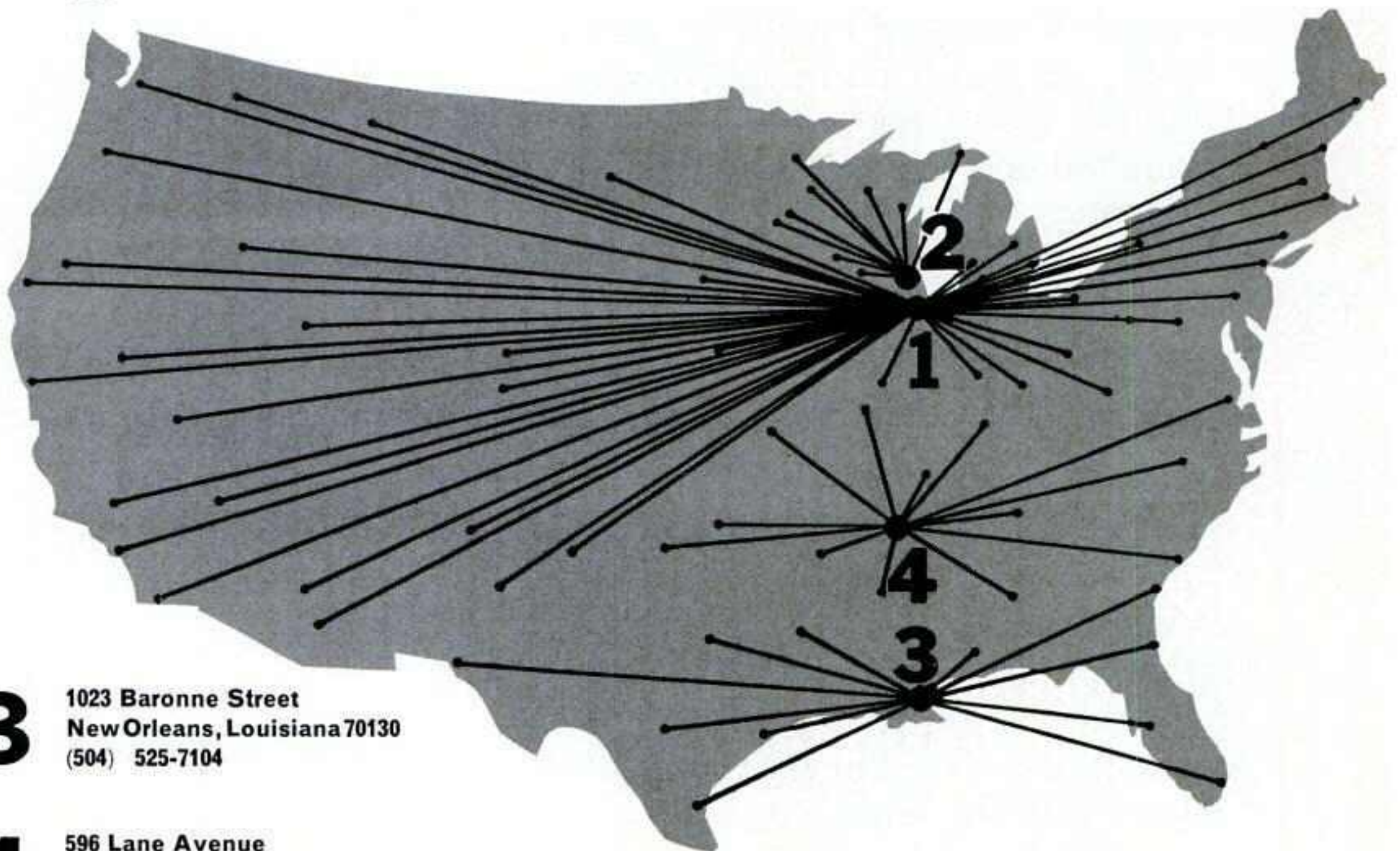
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Deck plays any 8-track continuous-loop cartridge.  
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6 watts peak power  
Motor drive: synchronous AC for constant speed.  
Built-in cooling system.  
The Cart/able 8 has the sound you want.  
It has the size you want.  
It has the versatility you want.  
We want you to see one. To try one.  
Listen to one.  
Then, ask the price.  
And start enjoying the kind of music you like,  
where you like, when you like.



Congratulations, Larry Finley.

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Now! Laughs Come out of Cartridges

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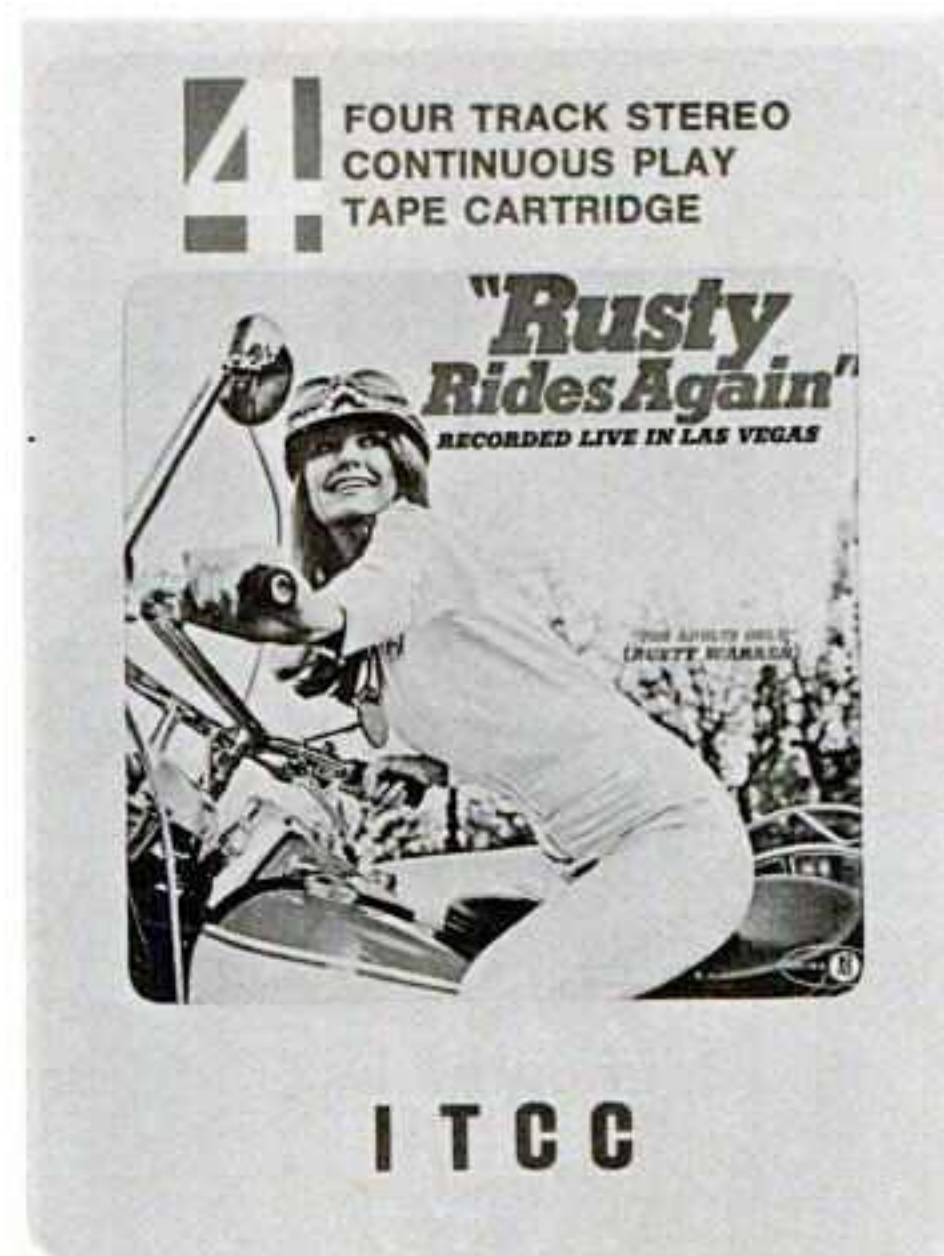
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# Harriet Leiman: Check and Double Check

Harriet Leiman, who is in charge of the ITCC's copyright and royalty department, heads a meticulous department which, by the very nature of ITCC's position in the music industry, must check and double-check every title, composer, artist, publisher, and all label copy received from our production department.

Since Miss Leiman's department is responsible for the correct payment of royalties to record companies as well as music publishers, the job requires a great deal of close detail work to make sure all royalties are paid to the right people.

This requires a tight system and Miss Leiman has devised an ingenious one that has proved itself many times to be the fastest, most accurate plan in the industry.

Miss Leiman is considered one of the most knowledgeable people in the field, a reputation earned after many years in the business.

Like our founder and president, Larry Finley, Miss Leiman came to ITCC after an extensive show business background. For over 20 years she worked for Paramount, handling the booking, transportation, and issuing contracts for all talent. She helped form the ABC-Paramount Record Company before joining MGM Records. At MGM she reorganized the entire label and copyright department and was there to help



Harriet Leiman (seated), Director of Copyrights and Royalties, with her assistants, Marilyn Werblin (left) and Evelyn Rucker.

set up Verve Records. She joined ITCC in March 1966, bringing with her not only her extensive knowledge of the field but a determination for perfection which has greatly helped ITCC's growth these past two years.

# ITCC ON NATIONWIDE TV

ITCC's stereo tape CARtridge are regularly featured and given away as prizes on television's most popular game shows, ABC's "The Dating Game" and "The Newlywed Game."

These two shows, which Time magazine calls "Television's big rage nowadays," are seen in full color on over 160 stations Coast to Coast, covering nearly 90 per cent of the United States.

"The Dating Game," with host Jim Lange, features attractive single girls, each attempting to select a date from three highly eligible bachelors. All contestants on the show are awarded prizes and many receive ITCC stereo tape cartridges.

"The Newlywed Game" features four newlywed couples who answer questions as they feel their spouses would. When the answers are compared, there are delightful surprises for the contestants as well as the audience. The host of "The Newlywed Game," Bob Eubanks, presents ITCC stereo type cartridges as prizes on the show.

Both shows are presented, in color, five days a week and each show is on once a week at night. According to the latest Nielsen Rating, "The Dating Game" night show has a 35.6 share of over 9 million viewers. "The Newlywed Game" daytime show has a 34.1 share with over 5 million viewers, and the nighttime show has a 37.3 share with over 10½ million viewers.

# Quality Control at ITCC

Webster's Dictionary describes the word "quality" as being a degree of excellence. The word "control" is described as an act or power of guiding or restraining. Therefore, Quality Control can have two meanings, a degree of excellent restraining power of a degree of excellent guidance.

To Eugene Liposki, who recently joined ITCC's staff as Quality Control Manager, quality is when you build a product that does the job it says it does, and does it well. It is a standard that is set by every ITCC customer and it has always been our goal to assure our customers that ITCC's stereo tape CARtridges are synonymous with the word "quality."

Eugene Liposki came to ITCC after 16 years as quality Control Manager of Applied Devices. He is a member of both the American Society for Testing and Materials and the American Society for Quality Control. In studying the complex problems of Quality Control, he has managed to cover 49 of the United States in the 16 years following his attendance at Queens College and Brooklyn PolyTech.

To Liposki the word "goals" is also important. "While the customer sets the standards, we must set our goals and subtly move ahead to see that we accomplish what we set out to do. We cannot blindly plow ahead, but must carefully advance to produce what people will call the ultimate of tape cartridge industry.

"While I am at ITCC I will advise management and assure our customers and stockholders that what we have is a product, in all configurations, that is built just right, will perform perfectly, and will be handled by the most efficient organization possible. Quality Control can contribute greatly to the many departments now engaged in these corporate goals.

"My immediate goal at ITCC will be to meet with the engineers, see what the present standards are, and investigate the areas that may refined. ITCC wants to be able to guarantee our customers of the finest possible product. With Quality Control we can guarantee this so there will be no doubt in anyone's mind as to the quality behind our famous tape products."



Eugene Liposki, Manager of Quality Control



Lawrence Mirken, Secretary-Treasurer, House Counsel

# ITCC Initiates Legal Requirements for Whole Industry

"The legal department of ITCC has originated many of the legal innovations required in the creation of the tape CARtridge industry itself."

These are the words of a man who should know. Lawrence Mirken, in addition to his duties as secretary-treasurer of ITCC, also serves as house counsel and, in this capacity, operates with Larry Finley in all of our contract negotiations. Mirken also acts as adviser in all areas involving legal and corporate matters.

"When we started, we were setting precedents simply because we were a new industry. We really had to play it by ear and set up own own formulas as we went along, based on our brief experience in the field.

"As the industry grew and attitude changed, we had to come up with new licensing concepts, new formulas for negotiating contracts—in short, we had to create the pattern which we were later to follow."

Mirken, a graduate of Syracuse University and Syracuse University College of Law, has been with ITCC almost since its inception. For 30 years he has been active in the music, entertainment and motion picture fields.

In conjunction with his legal duties, Mirken has organized and is responsible for the operation of ITCC's royalty and copyright department and the director of this department reports directly to him.

Mirken believes it will be a long time before the industry falls into any fixed groove. "There will be much change and flux in the legal areas as in many of the new more evident areas of change.

"The tape cartridge industry is a fascinating one, presenting rapidly changing conditions challenging to the creativeness and ingenuity of the professional lawyer," he said.



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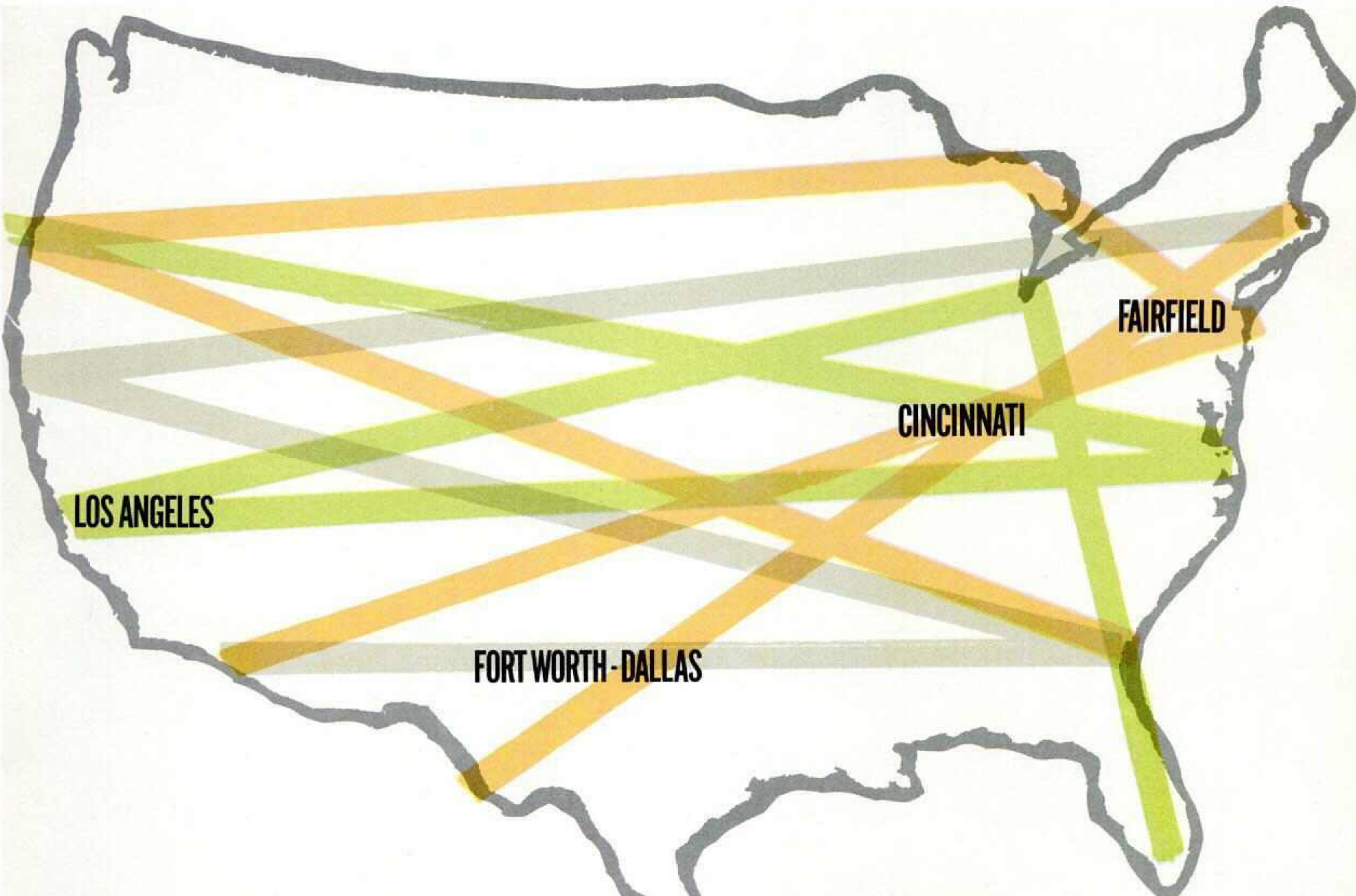


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*Original Motion Picture Sound Track*

## DOCTOR DOLITTLE

*You've never seen or heard anything like it!  
Destined to be the biggest sound track seller  
of all time*

*Also Exclusively on ITCC  
Original Sound Tracks*

**THE SAND      ZORBA      THE      CLEOPATRA  
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*Coming Soon . . . 20th Century Fox Original Motion Picture  
Sound Tracks of "STAR" and "HELLO DOLLY"*

8

**EIGHT TRACK STEREO  
CONTINUOUS PLAY  
TAPE CARTRIDGE**


ORIGINAL MOTION PICTURE SOUNDTRACK

**REX HARRISON**

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LESLIE BRICUSSE  
orchestrated by  
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**RICHARD ATTENBOROUGH** Director




4 TR F — 54-5101

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THE ORIGINAL SOUND TRACK ALBUM  
METRO-GOLDWYN-MAYER presents A CARLO PONTI PRODUCTION  
DAVID LEAN'S FILM OF BORIS PASTERNAK'S  
**DOCTOR ZHIVAGO**



4

**4 TRACK STEREO  
TAPE CARTRIDGE**

*On the Billboard  
Charts for 85 Weeks  
and still going strong*

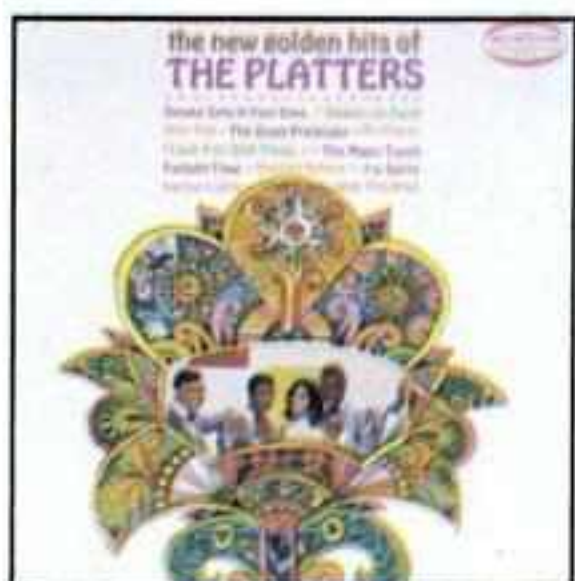
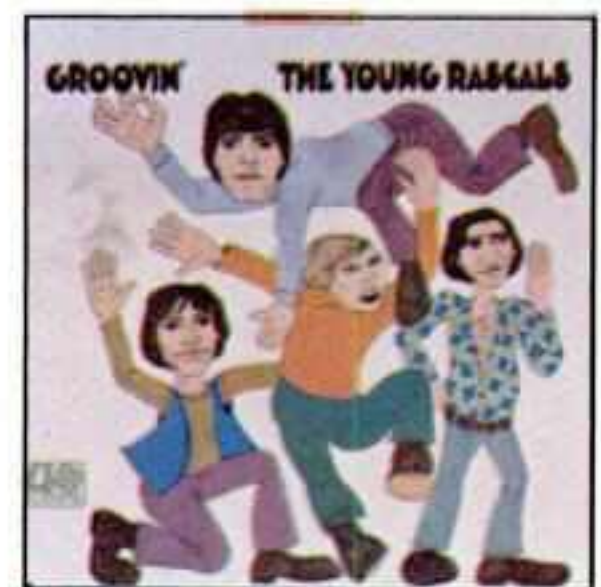
## DOCTOR ZHIVAGO

*Other exciting original sound tracks  
from ITCC*

- ★ Born Free
- ★ Man of La Mancha
- ★ Gone With the Wind
- ★ Gigi
- ★ How the West Was Won
- ★ Grand Prix
- ★ Lawrence of Arabia
- ★ You're a Good Man Charlie Brown
- ★ Fantastiks
- ★ 3 Penny Opera

Only  can offer you

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Available in  
4 & 8 Track



This will be the easiest sale you ever made. Every cartridge buff needs one. ITCC's new head-cleaning cartridge protects valuable tapes, insures the best reproduction from players — adds years of life to precious cartridges. Why let this easy sale be made by somebody else? Stock, feature, display ITCC's new Head Cleaning cartridges.

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# the best in 4 & 8 track music

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THE BAR KAYS • COUNT BASIE • CAPT. BEEFHART & HIS MAGIC BANJO • THE BEE GEES  
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HANK WILLIAMS, JR. • ROGER WILLIAMS • HERB ALPERT & THE TIJUANA BRASS • THE FALL

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UR CONLEY • THE COWSILLS • THE BOB CREW GENERATION • THE CRIT  
TERS • JOE CUBA • KING CURTIS • SAM & DAVE • DOCTOR DOLITTLE •

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**New!!! Only from ITCC-  
in both 8 & 4 track!**

**HOT**

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Put any dealer selling consumer products into the tape cartridge business, including the corner drug store . . . hardware store . . . gasoline station . . . appliance dealer . . . electronic dealer . . . department store . . . to the check-out counter of discount stores and supermarkets.

A tested and proven sales tool that opens new areas of sales. The ITCC "Hot Six" offers "up front" attention for your retail trade. Each week a new card, complete with new titles, is shipped to dealers. There is no additional charge for the display board or any of the point-of-purchase material. The dealer pays only for the cartridges at the normal price.



# Here! Now! The week's 6 hottest releases\*

## in 4 and 8 track Stereo Tape Cartridges!

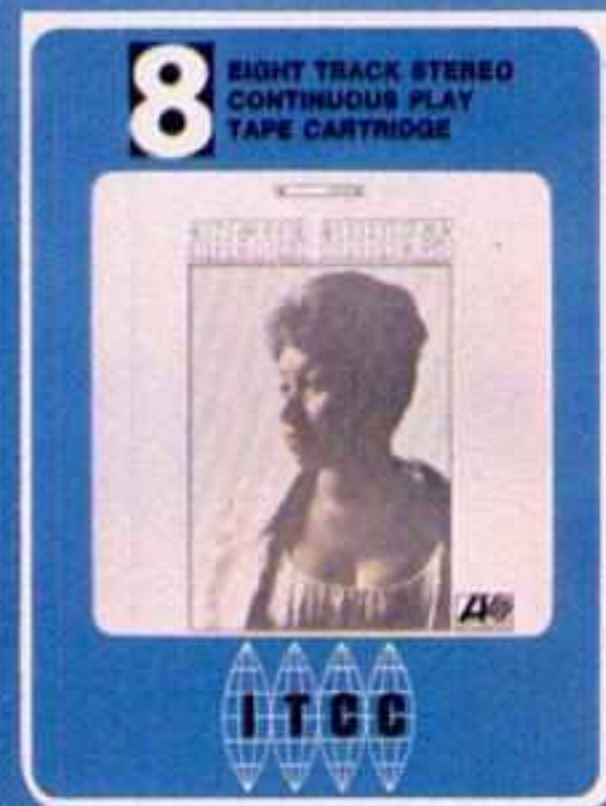
\* The hottest, most popular, best selling hits from ITCC's great catalog. As listed in BILLBOARD'S Hot 100 releases!

The most popular hits of the week.



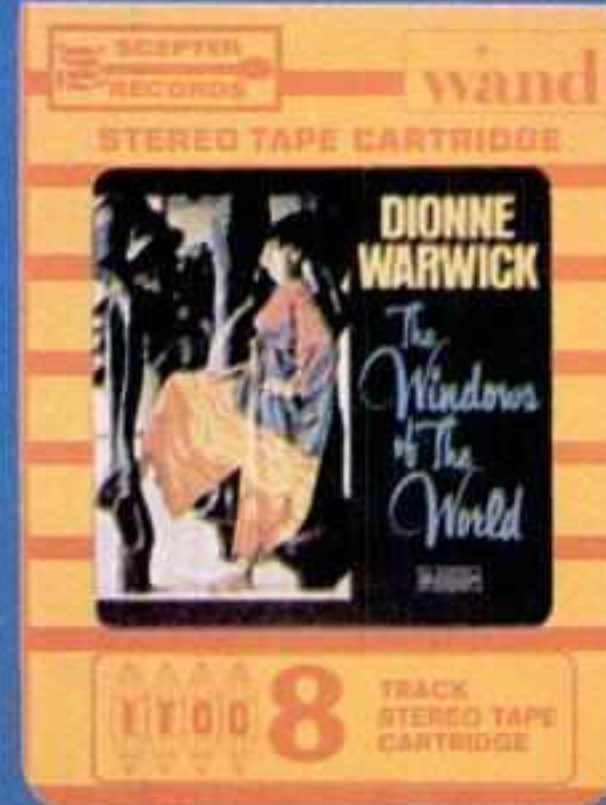
The songs & artists the country is swinging to...

The world's most famous artists.



Only the nation's best selling hits...

1st choice of the country's top hits.



The week's best selling tunes & artists

This point-of-purchase display is shipped complete every week with the six hottest cartridges from ITCC's catalog. This allows you to expose these best selling ITCC cartridges to the mass public with this attractive full color, self selling point-of-purchase display that carries a message . . . up front . . . on the counter . . . on the wall . . . or in the window of any dealer you select.

ASK FOR  
the Complete **ITCC** Catalog of 3,000  
EXCITING TITLES

Cartridge selection changes weekly in accordance with Billboard charts

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## FULL COLOR CATALOG

This full color 40 page catalog lists over 3,000 of the world's fastest selling 4 and 8 Track Stereo Tape Cartridges.



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## WINDOW STREAMERS

Special window streamers to help you sell the Hot Six program, as well as, window streamers highlighting the month's best selling cartridges. This identifies your store as ITCC headquarters.



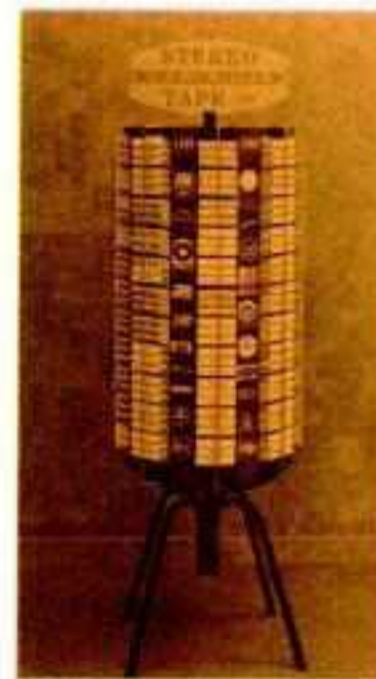
## COMPLETE AD MAT SERVICE

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## CONVENTION DISPLAYS

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A weekly communication service of weekly sales bulletins including the week's 4 and 8 track newest releases, which are released on a day and date basis with the album.



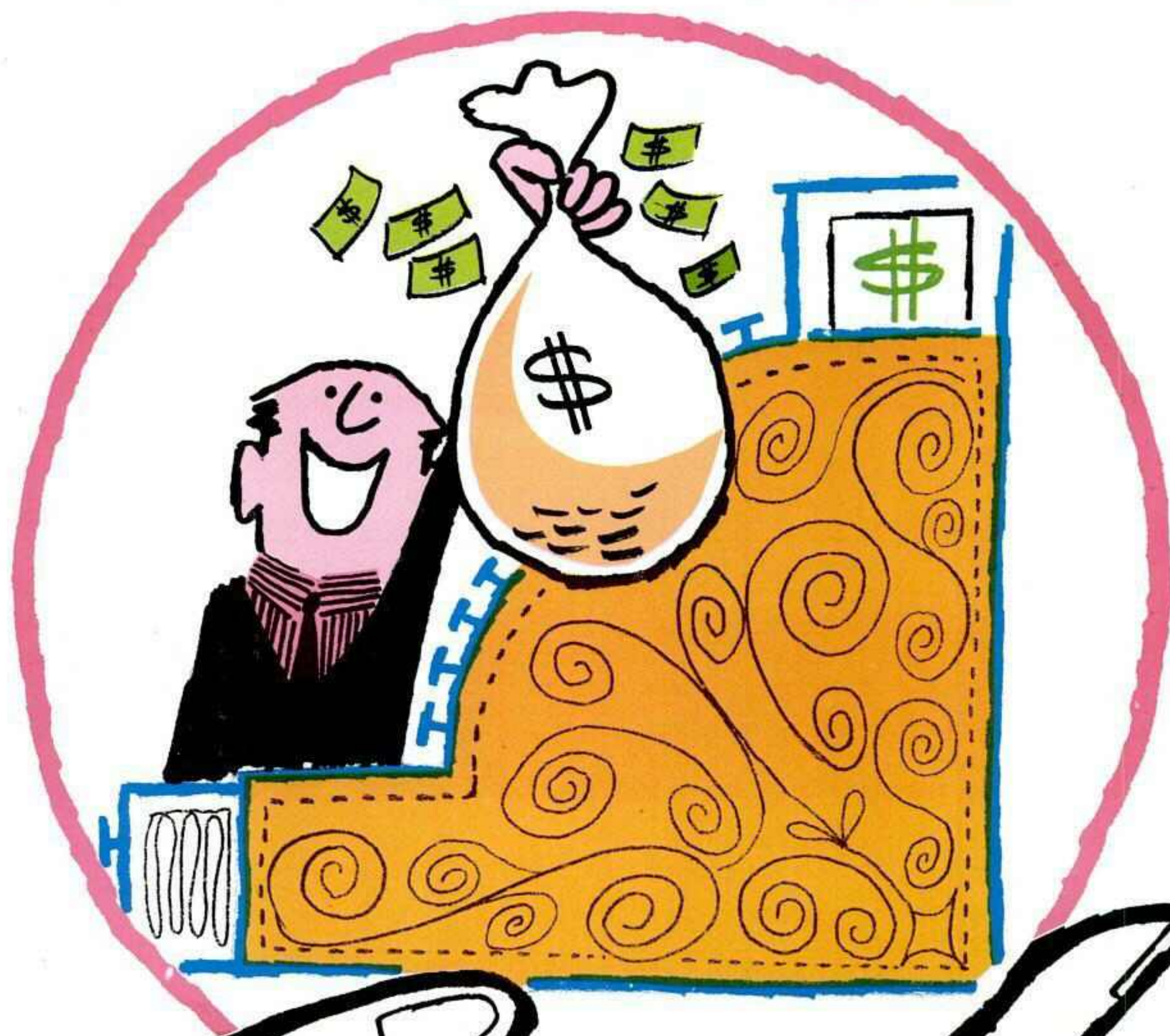
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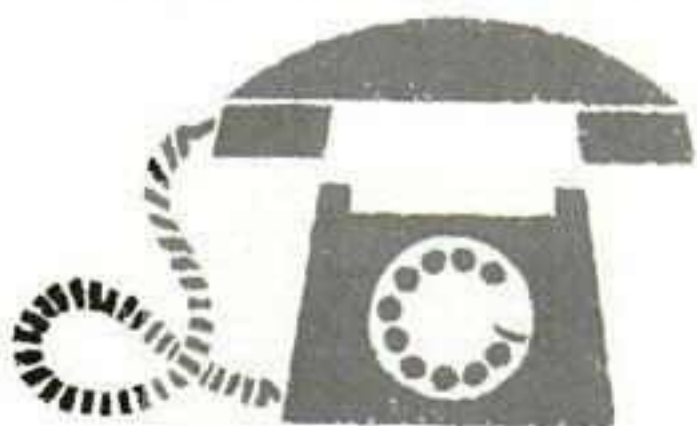


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- As an established distributor I am interested in details concerning the ITCC line of 4 & 8-track stereo tape cartridges.

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 DISTRIBUTOR
- Check Industry
- RECORD  
 AUTOMOTIVE  
 OTHER

Name \_\_\_\_\_

Address \_\_\_\_\_

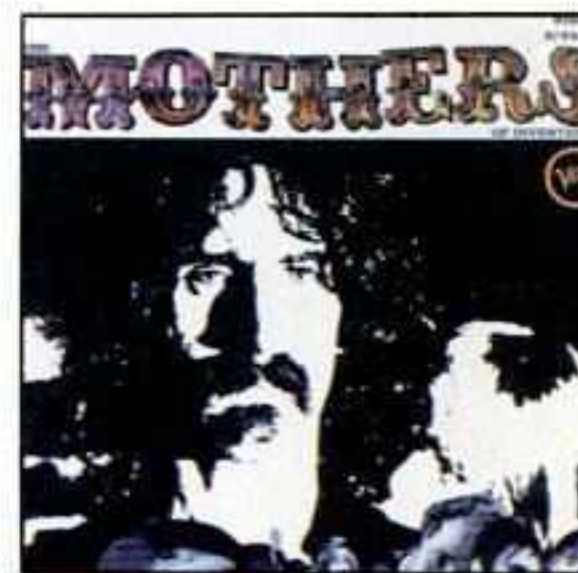
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*We are Happy to have ITCC as the Exclusive Duplicator  
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4 Track Cartridge F 3-7115  
8 Track Cartridge L 3-7115

Album WWS 7115 Stereo  
WW 115 Mono



4 and 8 Track Stereo Tape Cartridges available  
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available now from your White Whale distributor.





**ITCC'S ACCOUNTING DEPARTMENT:** from left to right: Ann Katz, Head of Accounts Receivable; Bill Higgins, Chief Accountant; Bell Lieberman, Head Bookkeeper.



**TONY D'ONOFRIO** (right) Systems Analyst for ITCC, with his assistants Geraldine Lloyd and Chichester Loderick, help begin ITCC's new IBM processing operations.

## ITCC's Advisory Accountant

Greater speed and top efficiency are not the only reasons behind the new IBM system ITCC has recently installed.

Although it is expected that this system, under the supervision of Tony D'Onofrio, will in fact reduce our billing, accounts payable, and accounts receivable process time by 50 per cent and will enable us to process our own royalty statements for the first time, there is another distinct advantage to incorporating the IBM system.

Bill Higgins, ITCC's chief accountant, sees the new IBM system as a means of allowing him far greater freedom and an opportunity to serve in both an analytic and advisory capacity.

"By preparing our statements in this way, we can give management much needed reports a great deal faster than was ever possible before. We can then proceed to examine these reports, check to see what the trends are in the various tape configurations, and be ready to advise management as to what areas show the greatest sales potential.

"Up until now we have increased our sales at a rapid rate and there is no reason why we shouldn't continue to grow at this same rate. But if we are to expand and increase at an even greater rate, then we need more information. Once the information is available, management needs someone to break it down and analyze it. That will be my job in the near future."

Bill Higgins came to ITCC last summer. After serving two years in the Korean War, he attended Fordham University, majored in accounting, and graduated with a 3.2 index. He is a member of the National Accounting Society and a perfectly contented bachelor.

"I look forward to the day when I will be able to work closer with management, prepare special reports, advise them, and analyze the financial statements in a way that will keep ITCC at the head of the industry. I think installing a new IBM system is a tremendous move on our part—a move which will increase the development of ITCC so much, we'll be another two years ahead of our time."

## New Production Concept at ITCC

Last month, ITCC took a giant step toward solving the problem of filling orders in the shortest time possible. Julie C. Cadenas, head of production at ITCC, initiated a new plan for the cartridge industry and feels that it will enable us to give our customers the best service performance in the industry.

"We have gone into a primary sub-assembly system whereby we maintain a certain level of production even before the orders are received. Within four days of receipt of the order, we not only have gone into full assembly production but we have already filled 90 per cent of the initial order!

"This system also enables us to fill a large percentage of all existing back orders within 10 days. In this way we have not only succeeded in cutting down our 'reaction time'—the time it takes for the plant to swing into production of a new item—but we have also greatly increased our production capacity."

Cadenas, a graduate of business administration at CCNY, had worked in all phases of production, sales and warehousing in the music industry for many years before joining ITCC last February. His headquarters

are in our factory in Fairfield, N. J., where he serves as liaison and co-ordinator between ITCC's main office and the manufacturing and warehousing facilities. He manages to look at our production problems with a sense of humor but with a realistic approach toward solving them that has led to the development of our successful production operations.

"You know, there was a time when the cartridge business was just starting to grow and our industry was so new that we were pasting the picture cover and labels on each cartridge by hand! You can imagine how time consuming that can be. Now we have two automatic machines which will receive the cartridge, put it into its sleeve and shrink-wrap it in a matter of seconds.

"In short, being aware that things are not as efficient as they can be is never quite enough, but it is a beginning. If there is a better way of doing things you have to try it. ITCC has the reputation for being the leader of the industry. You don't get our kind of reputation unless you keep looking for improvements in the system. That's what we are doing in the production department."

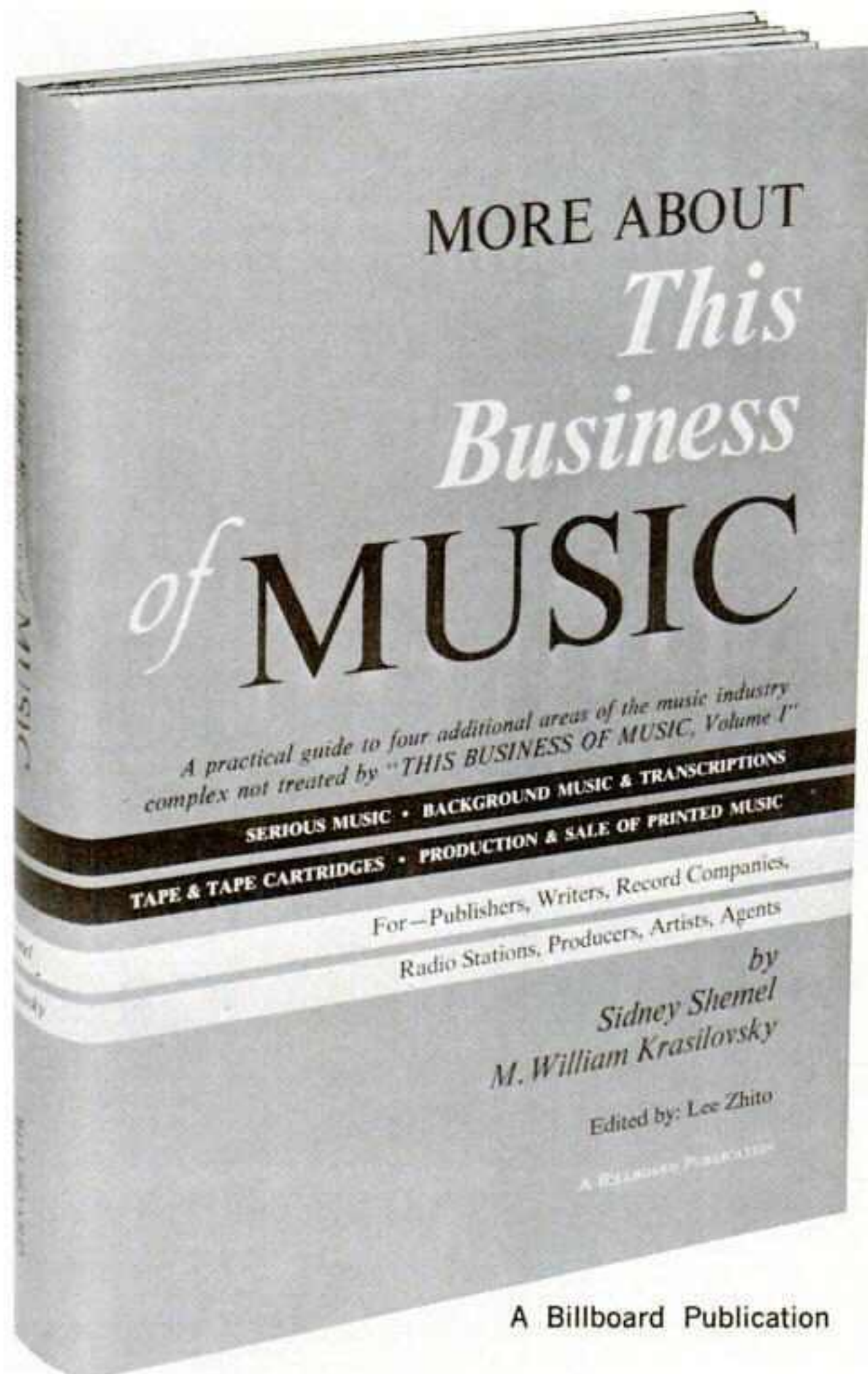


**THE ITCC PRODUCTION STAFF:** from left to right: Steve Shelto, Jim Fitzgerald, Joe Jamison, (seated), Nick Quisado and Julie C. Cadenas, Director of Productions.



**Jimmie Tyrrell, Director of Mastering and Production at Stereo Devices with his assistant, Harold Kleiner.**

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By Attorneys Sidney Shemel & M. William Krasilovsky • Edited by Lee Zhito

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Second  
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& COMPANY  
DENVER, COLORADO**

**CONGRATULATIONS**

to



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on their

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from

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***Larry Finley***

***Hope We Have Many More Together***  
***From***

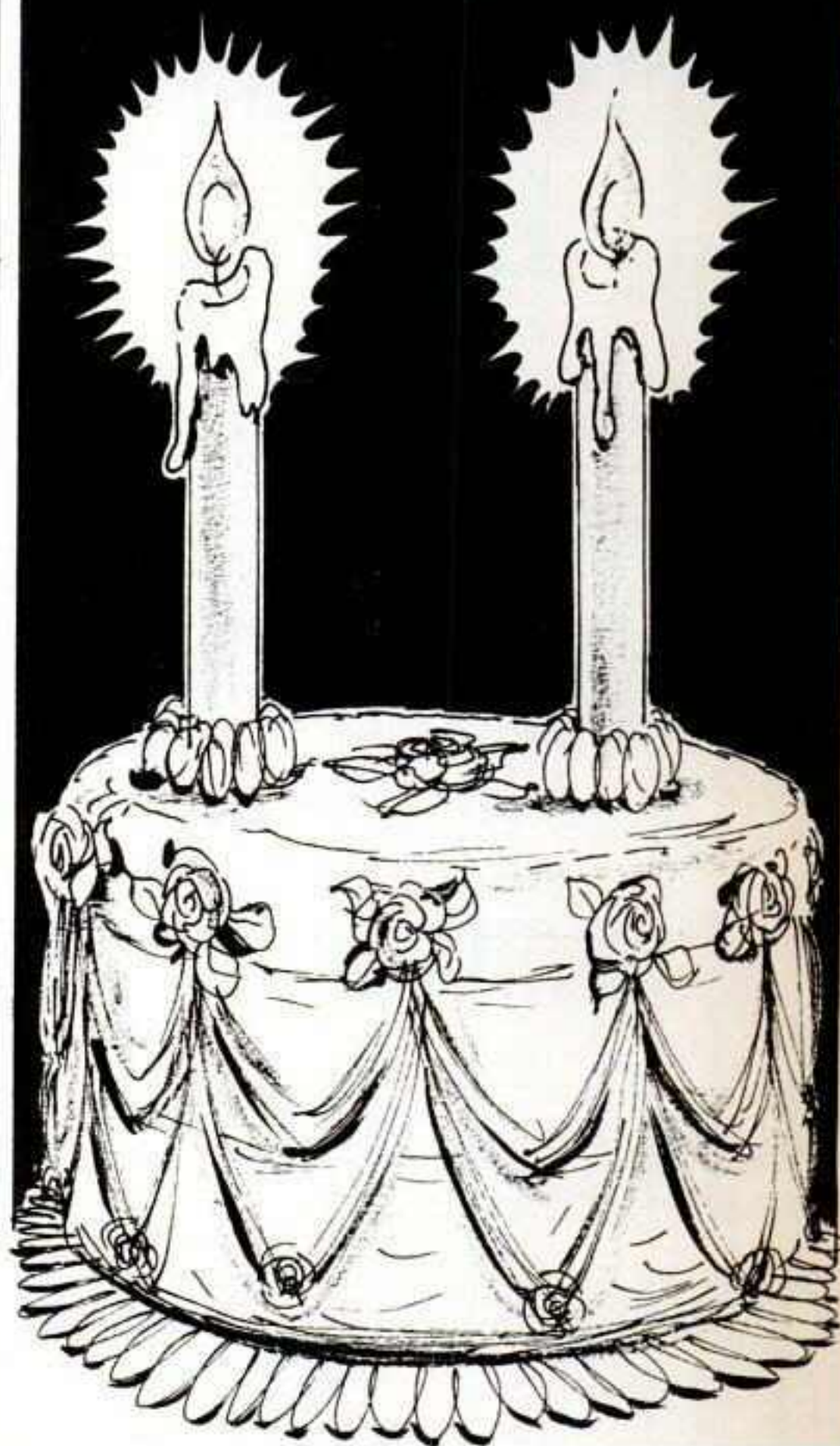
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# ITCC

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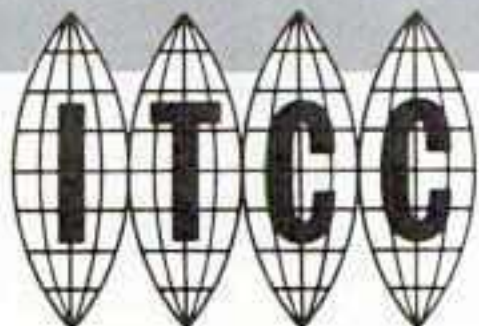
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AND**



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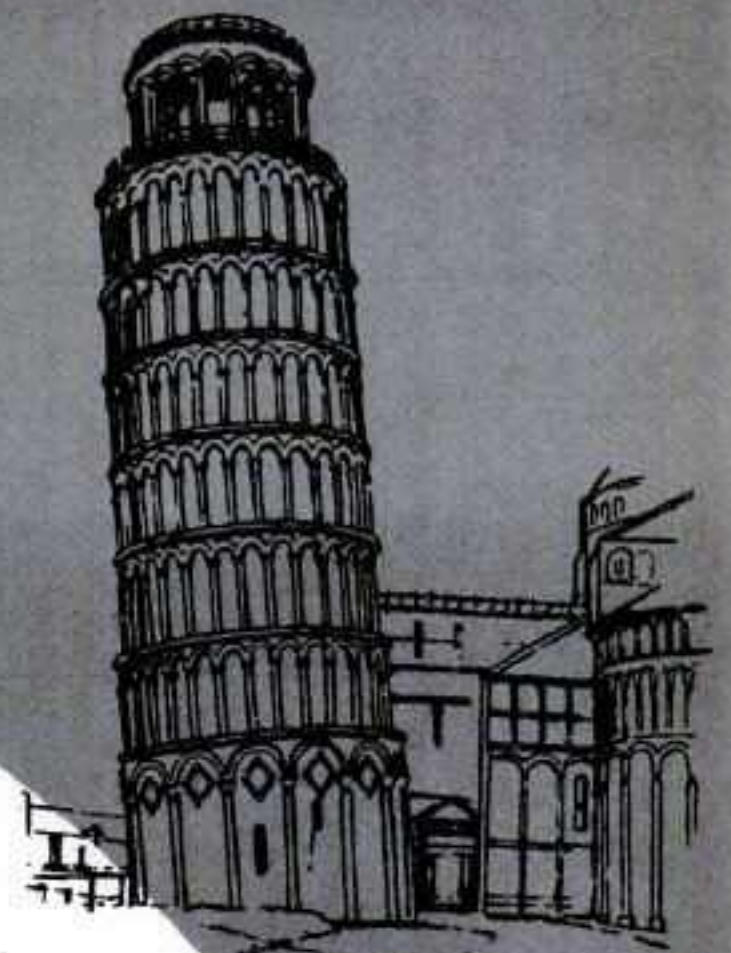
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**'Tomorrow Is Here Today'**

(Continued from page ITCC-3)

quality sound and packaging in the industry today. We have also been told that our marketing and merchandising plans are the greatest contributions to this new industry. We have proved our past predictions and the question is now: "What Does the Future Bring?"

The automation which the cartridge offers leads us to believe that this new concept can and will change the entire complex of our living in the future. As an example, we can look to a future where, one day, instead of waking up to an alarm bell or buzzer, we will awake to the gentle music of a cartridge.

It is also conceivable that one day a "programmed cartridge" will help us to select what clothes and what color schemes to use in our dress. It is also conceivable that a cartridge will automatically squeeze your orange juice and prepare your breakfast.

It is also possible that one day, in the not too distant future, our tape cartridges in automobiles will permit us to relax and enjoy our drive—the car will be guided on the freeways and throughways of tomorrow with a programmed cartridge which will take you swiftly and safely to your destination.

When I was a little boy, my father used to read me the H. G. Wells stories which told of underground ships and ships flying through the air. My favorite book at that time was "Tom Swift and His Flying Machine," which seemed so farfetched that there was much criticism for the author. Many people thought that these things could never happen, yet today the submarines and commercial airlines justify the writings in these books. Even by the wildest stretch of the imagination of these early writers, their writings have been far exceeded by the accomplishments of today, as will the accomplishments of tomorrow.

As ridiculous as these stories seemed at the time, we are now in an era where one's imagination will bring on the happenings of tomorrow. This is the thinking of ITCC for the future.

ITCC's thinking includes stereo tape cartridges for a perfected manner of language learning, for education, for correspondence, for guidance in travel, for medical therapy, for first aid, and for many other fields. We also foresee the day when the cartridge, in addition to giving the housewife the kind of music she wants, when she wants it, will give her recipes as well as aid her in cooking. We firmly believe that one day soon, the oven or stove will utilize a tape cartridge, with a sensing tape in the cartridge automatically cooking the food.

We are not far from the day when a tape cartridge will automatically record a complete television show for play-back at a time convenient to the viewer. There is no question that a consumer may in the future purchase a cartridge to contain a complete movie or any form of entertainment best suited to his likes. The audio visual phase of the cartridge industry is just around the corner.

Yes, "tomorrow" is here "today!"

In the estimation of many of the financial giants of the world, the stereo tape cartridge business is taking its place as the leader of the music business today, with a very small portion of the over-all dollars to be spent in the future. We, at ITCC, have met the challenge today and are more than prepared than ever to meet it tomorrow.

We have faith in the future of the entertainment business and feel that the stereo tape cartridge offers the key to the convenient, quality means of entertainment for the American public.

Please be assured that when it does happen, that regardless of the record company label, the name of that particular label will be followed by the letters of the leader in the industry—ITCC.

**Orchids to ITCC**

International Tape Cartridge Corporation

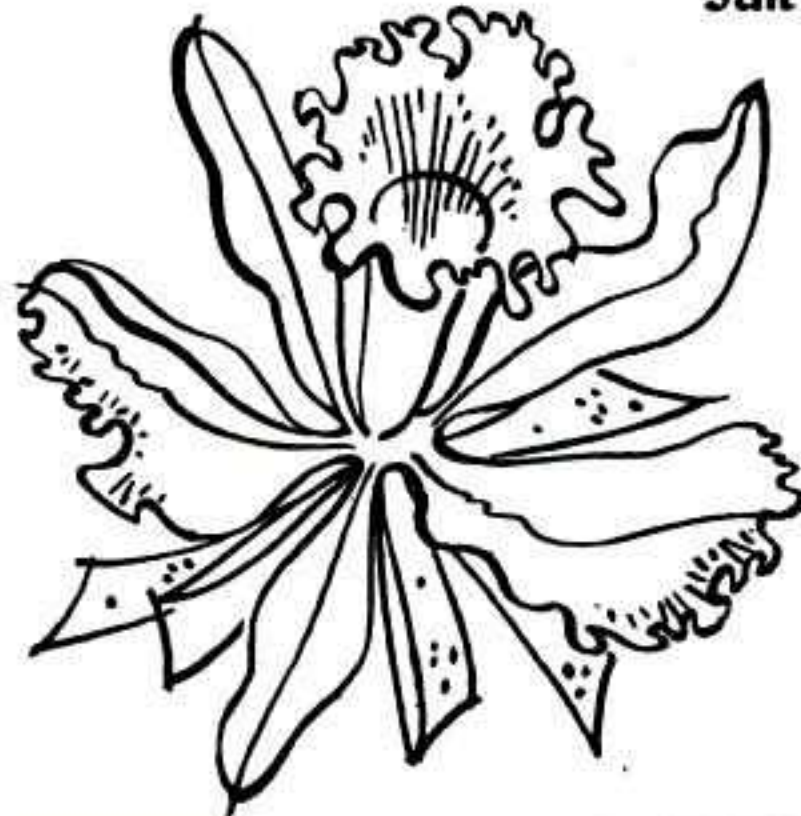


on your Second Anniversary

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# TEAMWORK IS THE KEY

By ART TALMADGE, President, Musicor Records

Teamwork has been the key to a rising tape CARtridge sales pattern for Musicor Records. Previously, Musicor had its tape cartridges under three different non-exclusive deals, "but I decided to sign exclusively with International Tape Cartridge Corp. because of the intensive promotion of the firm," said Musicor president Art Talmadge. "Too, ITCC could reach out to distributors our record channels hadn't even developed." He named photo and automotive distributors.

But Musicor executives work closely with Larry Finley's ITCC executives. ITCC, Talmadge said, "sells to our record distributors as well as his own distribution channels, but we help promote to all of our record distributors. We promote cartridges with record distributors just like we do our records. In addition, there's close alliance with ITCC on all releases.

"Too, when Chris Spinoza sells a record, he tries for a tape cartridge order on the same albums. This information is passed on to ITCC."

As a company policy, Musicor and Dynamo, which Musicor distributes, album jackets now plug the fact that the same music is available also in 4 and 8-track cartridges exclusively with ITCC. In addition, all Musicor and Dynamo trade ads now point out that the same product is available on ITCC cartridges.

The Musicor deal with Larry Finley's ITCC includes 8, 4, and 2-track product, as well as reel-to-reel tapes. There are already 17 different packages available, including such country artists as George Jones and Melba Montgomery; pop artists such as Gene Pitney and the Platters; r&b artists such as Tommy Hunt, Inez and Charlie Fox, and Latin artists such as Tito Rodriguez. ITCC is also distributing a "Quartet of Soul" package that combines both Dynamo and Musicor artists and this is now in production in its third volume.

A year ago, Talmadge said, he felt the tape cartridge industry was in the forming stage; today, "it's in the acceptance period. It still has to be developed into a bright future." He felt that an exclusive deal, like the one with ITCC, was better for developing the field than nonexclusive arrangements that led to competitive price-cutting in markets where the same product was competing with itself on two different labels.

"I personally feel there's still a question of configuration that has to be determined." He said that 8-track and cassettes seemed to be the way the business



Art Talmadge, president, Musicor Records

was going. "But we have definitely seen a growth in tape cartridge sales."

The big problem today in cartridges is education, Talmadge said. "Rack jobbers and record distributors need to be educated on how to merchandise cartridges as well as they do records and we've got to get them involved so the tape cartridge business will receive the benefit of the huge rack exposure and sales." At present, there's display problems with racks, especially pilferage. That's why cartridges have to be locked up and why many rackers are reluctant to get into the field.

Talmadge suggested several methods by which pilferage might be solved in record stores:

1. Use of browser boxes with a card to replace the cartridge. The card would have a full-size picture of the front of the cartridge and back, including a list of the tunes and further liner note type information. Cards will have a number. Customer takes the card to the checkout cashier, who then hands him the cartridge, checks off the sale on the back of the card for inventory control, and replaces the card in the browser box.
2. An empty carton, much as record stores used to place empty jackets in the browser box and which many still do.
3. A glass case under lock and key, but in which the potential customer can see the full cartridge rather than the end.

Talmadge felt the card system might be best. Impulse plays a key role in purchases of any product, he felt.

# HEAD CLEANING TAPE CARTRIDGE

Last month ITCC introduced its brand-new Head Cleaning Tape Cartridge in both 4 and 8-track configurations. This is a cartridge designed to fit all domestic and imported home and auto tape players which will offer a quick and easy, bother-free method of maintaining the player at maximum fidelity.

The cartridge cleaner is quite simple to use. After every 40 hours of playing time the cartridge may be inserted into the player in the exact same way the regular music cartridge is. When three "beep" signals are heard, the player has been thoroughly cleaned and the cartridge may be removed.

The purpose of our new cleaner is to eliminate "wow and flutter" caused by graphite deposits which collect on the tape heads, by using the cartridge cleaner as directed, and as often as is needed, the owner is assured of maximum sound fidelity.

Both the 4 and 8-track head cleaners are attractively labeled and shrink wrapped. They come boxed 12 to a package which opens into an attractive point-of-purchase counter display.

Distributors report that practically every dealer who handles prerecorded tapes are finding "plus" profits from the sale of head cleaners.



JERRY GELLER, NATIONAL SALES MANAGER, and Jim Gall, executive vice-president, examine ITCC's new head cleaning tape cartridges for both 4 and 8-track configurations.

# Reel-To-Reel Debut

Next month the first of ITCC's 4-track reel-to-reel stereo tapes will be released all over the country.

This makes the entry of ITCC into the reel-to-reel configuration market, another step we feel, toward offering the public everything it wants in stereo tapes.

Larry Finley is most excited about our branching out into the reel-to-reel market. He has studied the increasing developments in this configuration and now feels confident the consumer has accepted the changes and refinements and has shown a remarkable acceptance of the product.

"The interest in the 'open reel' tape has increased considerably since the advent of the stereo tape cartridge as the public is more 'tape conscious' and market surveys show a gradual growth in the sales of open reel tapes.

"We feel the activity generated by tape cartridges has given impetus to the entire field of tape in all forms. Therefore, we are making a strong bid for the open reel tapes.

"The tapes will be recorded at 3 3/4 ips and attractively packaged with the reproduction being in four colors on the cover. The finest quality Audio Devices tape will be used for these reels."

Among the first recordings to be released next month are "Petula Clark in Love," "The Best of Basie," "The Great Reunion of Armstrong and Ellington," "Music to Watch Girls By," "Gene Pitney's Greatest Hits" and, on Enoch Light's Project 3 label, "The Kissin' Cousins Sing," "The Renaissance Quartet," "Film on Film" plus many others.



ITCC'S STEREO TAPE CARTRIDGES are heard in the offices of Olympic Airways. Pictured, left to right, are: Gunther Less, Manager of External Affairs on Television in North America for Olympic Airways; Harris Kapetanakis, General Manager for Olympic Airways in France; Larry Finley, President of ITCC; and Chris Marcopoulos, General Manager of the Western Hemisphere for Olympic Airways (seated).

**Congratulations,  
Larry!!**



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Larry Finley**

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- ★ ARETHA FRANKLIN
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# CONGRATULATIONS LARRY!

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## Advertorial



*DURING HIS DISK JOCKEY AIR PERSONALITY CAREER, Larry Finley staged a mini-disk promotion. He is seen here reaping audience response to his on-the-air plugs for the little records with the Andrew Sisters.*

### Larry Finley Profile

*(Continued from page ITCC-5)*

featured street dances using Freddy Martin and his orchestra. Later I took over the Casino Gardens Ballroom in Santa Monica to stage free dances each month for our customers."

It was during this period that Finley had staged his promotion which got him national publicity. There was a war-time shortage of alarm clocks, particularly in Burbank, home base of Lockheed's aircraft factory. Finley was able to import 2,000 alarm clocks, advertised them at \$2.95. The store was mobbed. The Life magazine headline read: "Alarm Clocks—Anxious Customers Stampede to Buy Them in Burbank."

Twelve hours after his service induction, Finley was rejected and reclassified back to 4F. He came to New York, formed Finley Enterprises to enter the watch import business. While there he met an old friend Herb Gordon, a former Syracuse drummer who was with the William Morris Agency (Gordon later joined the Ziv Co.).

"Gordon sold me on going into the radio transcription business," he says. "Among the shows I built was the transcribed version of the 'Myrt and Marge' soap opera." The show had been a highly successful live series, but was taken off the air when Marge, the daughter, had died suddenly. Myrtle Vail had refused to come back on the air with a substitute for her daughter. Finley convinced the bereaved mother that the transcribed program would serve as a living monument to her daughter's memory.

Another series, "Flight With Music," featured Desi Arnaz as a single (he was then a member of the Cugat band), Victor Borge (Finley paid him \$50 per show), and Marion Hutton, among others.

The Finley Transcription Co. concluded a tie-in with Philco in 1943 whereby Philco approved the use of its co-op ad funds for the transcribed shows. Toward the end of 1943, the firm had 11 programs on more than 1,000 stations.

In 1944, he moved his company's headquarters to Los Angeles. With his friend Clinton McKinnon, the Finley-McKinnon Broadcasting Co. was formed to build Station KSDJ in San Diego.

While involved in San Diego, he leased Mission Beach Park, including the ballroom, from the city. *(Continued on page ITCC-72)*



*FINLEY'S CREDIT JEWELERS BUILT STORE TRAFFIC and served national defense all at the same time during World War II by staging metal drives.*



*HAPPY 2nd ANNIVERSARY*

**Larry**

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# **TAPE CARTRIDGE TIPS**

By **LARRY FINLEY**

(Editor's Note: This column is a weekly feature in the  
"Tape Cartridge Section.")

For the past two years that this column has been  
seen in BILLBOARD, it has originated from many places.  
This 2nd Anniversary column is being written 39,000 feet  
in the air on board TWA's Flight #7 from New York to  
Los Angeles. The writer has meetings scheduled with  
Jerry Moss and Ed Rosenblatt of A&M Records, Ted Feigin  
of White Whale Records and Gene Norman of Crescendo  
Records.

Other columns have been filed from the middle of  
the Atlantic on Olympic Airways flights—from London,  
from Milan, from Paris, from Rome, from Mexico, from  
California, from Nashville, from Texas, from Chicago, and  
from our office in New York City. It has been written  
from wherever news in the tape cartridge industry is  
made, as it is our aim to factually report the "goings on"  
in the industry and to expose our thoughts and divulge  
information that could be of value to our readers.

Our column has been accredited with many "scoops"  
in the cartridge business, and hundreds of letters and  
calls from our readers tell us that we are read regularly  
so that they may keep abreast of the happenings in the  
industry.

On many occasions we have made predictions con-  
cerning the future of the stereo tape field. At the time  
some of these were made, we received letters and calls  
from distributors and leaders in the record business telling  
us of "how wrong" we were. One record company president  
told us in no uncertain terms that we were 10 years  
ahead of our time. However, at lunch the other day this  
same executive said that he wanted to apologize—not  
only were we right in what we had written, but, the way  
this business is mushrooming, he now felt that our pre-  
dictions were most conservative!

One of our most prized possessions is a letter from  
Hal Neely, Vice President of Starday, who credits this  
column with contributing more to the development of the  
cartridge industry than any other factor to date. To quote  
from Hal's letter, he states:

"Your column is the most informative way of learning  
what is taking place and what will take place in the  
future. Your predictions concerning the growth and success  
of the eight track concept has certainly already become  
fact as has practically everything else you have written  
about.

Don, my associates and I look forward to reading your  
column each week to keep abreast of the industry. We  
feel the entire music industry owes you and BILLBOARD  
a vote of thanks for creating an industry which will bring  
additional profits to record companies, distributors, dealers,  
artists and publishers."

Contracts have just been signed with BILLBOARD for  
the continuance of this column for another year. If you  
are a "first time" reader, we invite you to join us each  
week. If you are a "regular" reader, our thanks to you  
for being with us. We hope that we can continue to serve  
you and to pass on our knowledge and thoughts of the  
future of the tape cartridge industry.

SINCERE  
BEST WISHES  
AND  
CONGRATULATIONS  
TO  
LARRY FINLEY  
FROM  
NORTHERN CALIFORNIA'S  
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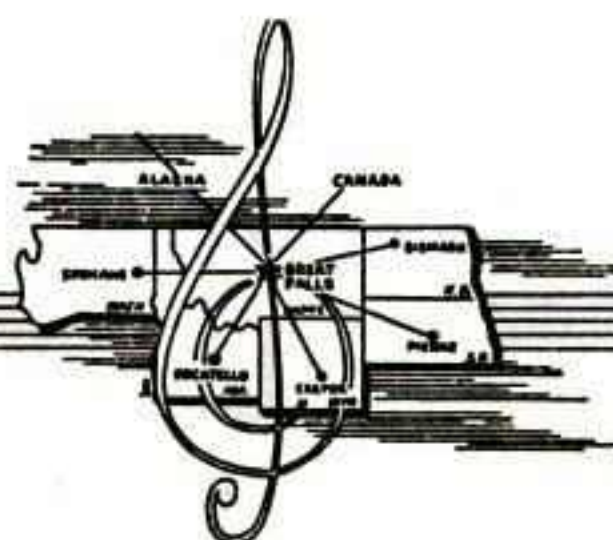


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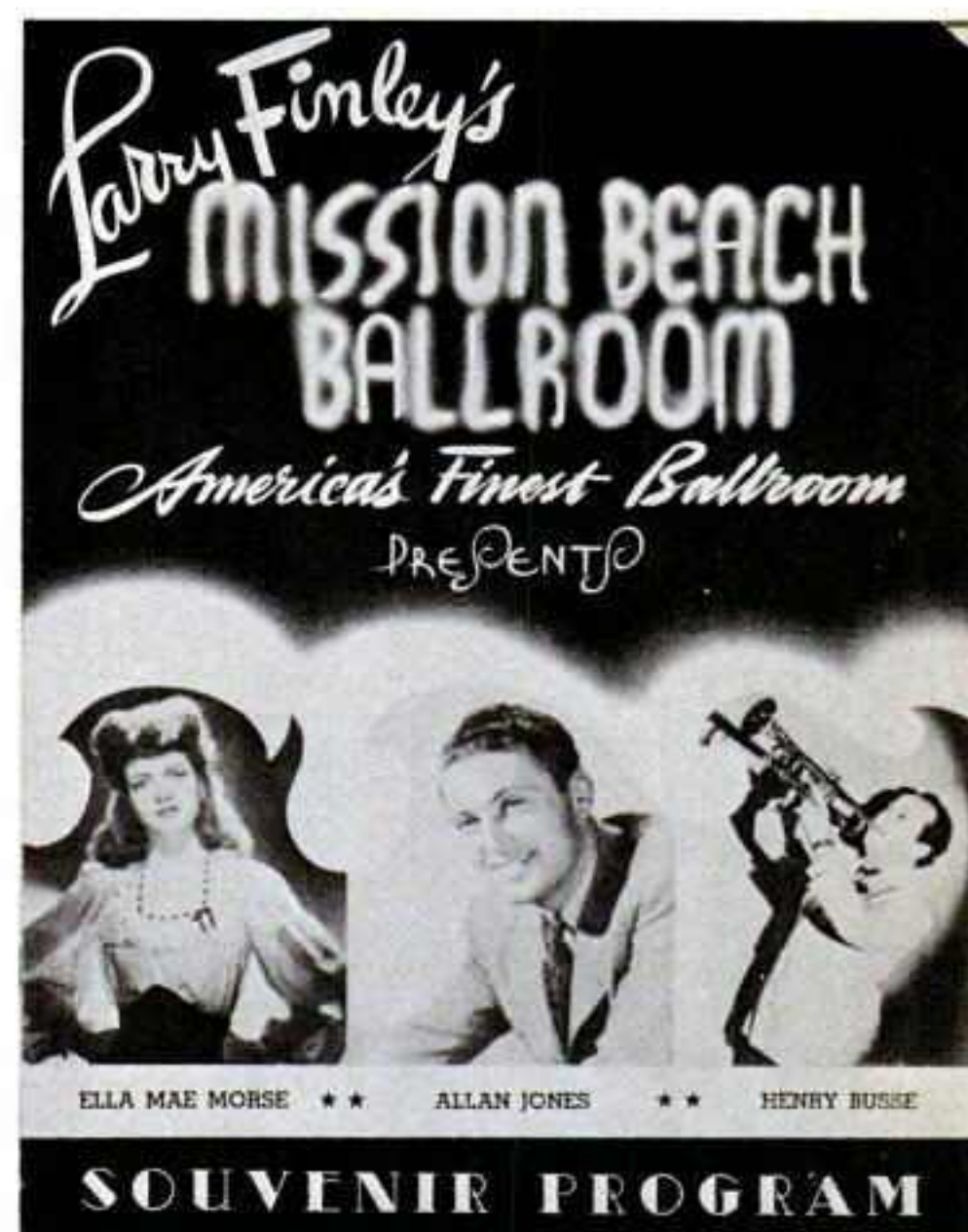


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Advertorial



COVER OF A SOUVENIR PROGRAM OF SAN DIEGO'S Mission Beach Ballroom during the days when Larry Finley was its operator.

Larry Finley Profile

(Continued from page ITCC-70)

"We would serve as many as 250,000 servicemen, selling hot dogs and Cokes for a dime, and admission at a dollar," he recalls. "At the same time, I bought the Trianon Ballroom in downtown San Diego."

Exclusive booking arrangements were then the custom, and Finley found it almost impossible to get the top drawing bands into his ballrooms. He went into partnership with the Dorsey brothers at the Casino Gardens in Santa Monica, which the Dorseys owned. Although both Tommy and Jimmy were booked by MCA, he was able to get them to work for him. He initiated "swing shift" dances on weekends for defense workers, and all three ballrooms enjoyed a thriving business.

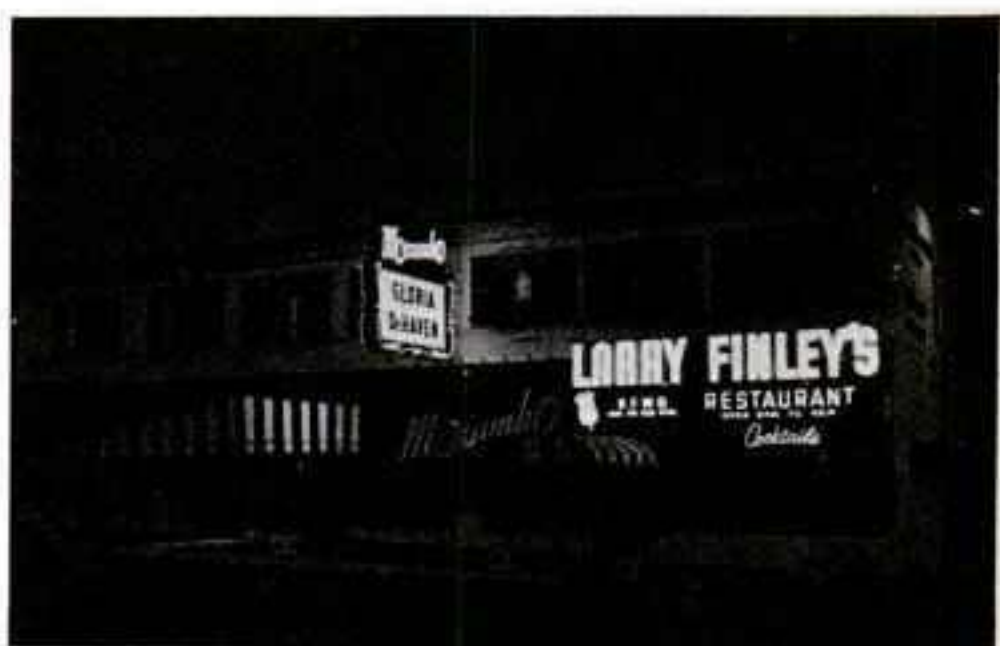
At this stage in Finley's career he was involved in ownership of the amusement park, a radio station, his transcription business, three ballrooms, a jewelry store in Torrance, Calif. (Gary's), and had bought a stuffed fruit business.

By 1946, Finley was convinced that if he were to remain in the ballroom business, he would have to have access to more top name bands. That year, he filed a \$3,000,000 suit in Federal District Court against MCA, charging the booking agency with "unlawful restraint of trade" under the Sherman Antitrust Act. He charged MCA had an exclusive arrangement with his competitor and therefore his San Diego Mission Beach Ballroom could not buy the bands it wanted. The jury awarded Finley approximately \$65,000 in damages.

In 1950, Finley formed the Progressive Broadcasting System, "but my timing was bad. In January 1951 I woke up one morning to find I had lost \$500,000 of my own money, I was wiped out."

He remembers that lean period clearly. "At this time, I was on the Friars Club board, sitting with all the top people of the entertainment business, but I was

(Continued on page ITCC-74)



DURING THE EARLY '50's Larry Finley's M.O.P. (My Own Place), adjoining Mocambo, was among the favorite late-hour hangouts of Hollywood's celebrities where restaurateur-disk jockey Finley interviewed the show business personalities on Station KFVB.



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*AS TV PERSONALITY ON HOLLYWOOD'S Station KTLA, Finley covered many of the Filmcity's premieres. He is seen here interviewing Columnist Louella Parsons and her escort, Songwriter Jimmy McHugh.*

**Larry Finley Profile**

*(Continued from page ITCC-72)*

pumping gas in San Fernando Valley for \$60 a week from midnight to 6 a.m. No one knew of this in Hollywood until one morning Jack Broder, who owned the film production company, Realart Pictures, drove in for gas. He was shocked. He had seen me at a Friars board meeting only a few hours before."

Broder had Finley come to his studios, and assigned him to co-produce the "Bushwhackers" film with Herman Cohen. When the picture opened at the Pantages, Finley asked Harry Maizlish of KFVB to favor him with a few plugs. Out of this grew Finley's long association with the station. It began with a remote from the King's restaurant on Santa Monica Boulevard where Finley interviewed celebrities and spun records from midnight to 4 a.m.

After three months at King's, Finley opened a small restaurant, M.O.P. After a year and a half, he moved M.O.P. to the location adjoining Mocambo. While at M.O.P., CBS' Jim Aubrey came in to ask Finley to do a TV series on KNXT. The TV series continued simultaneously with an expanded KFVB schedule. Finley existed on short naps in the morning and afternoon during that time.

In 1960, after a serious illness, he was forced to give up his activities. He went to work for Tops Records as vice-president in charge of sales, and from there, moved to Dot Records as director of special sales. In September 1963, he came to new York as director of MGM-Verve's special sales, handling premium business. After a year he left MGM to become a consultant to Autostereo.

He then formed Finley Industries with offices in New York. "With limited capital, I put every penny I had and could borrow in making advance payments to record companies. I talked to an average of five people a day to get financing so that I could acquire more libraries, but could find no takers.

"In June of 1965, I met Earl Smalley, chairman of the board of Dextra Corp. of Miami, Fla. He had me form ITCC, which was acquired by Dextra, and gave me the necessary financing to get into production. Also, Joseph S. Sokodich, executive vice-president of Dextra, similarly shared our enthusiasm for this new industry."

The rest is history. One thing is certain. Finley is tackling the tape cartridge industry with the same drive and determination which has marked his many careers.

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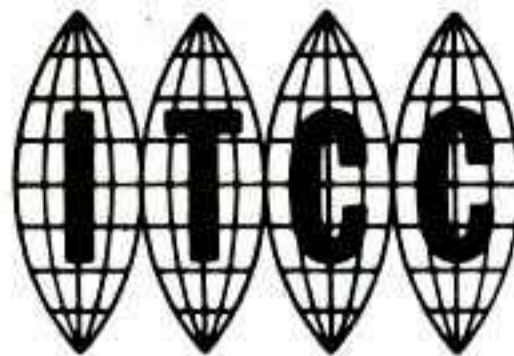
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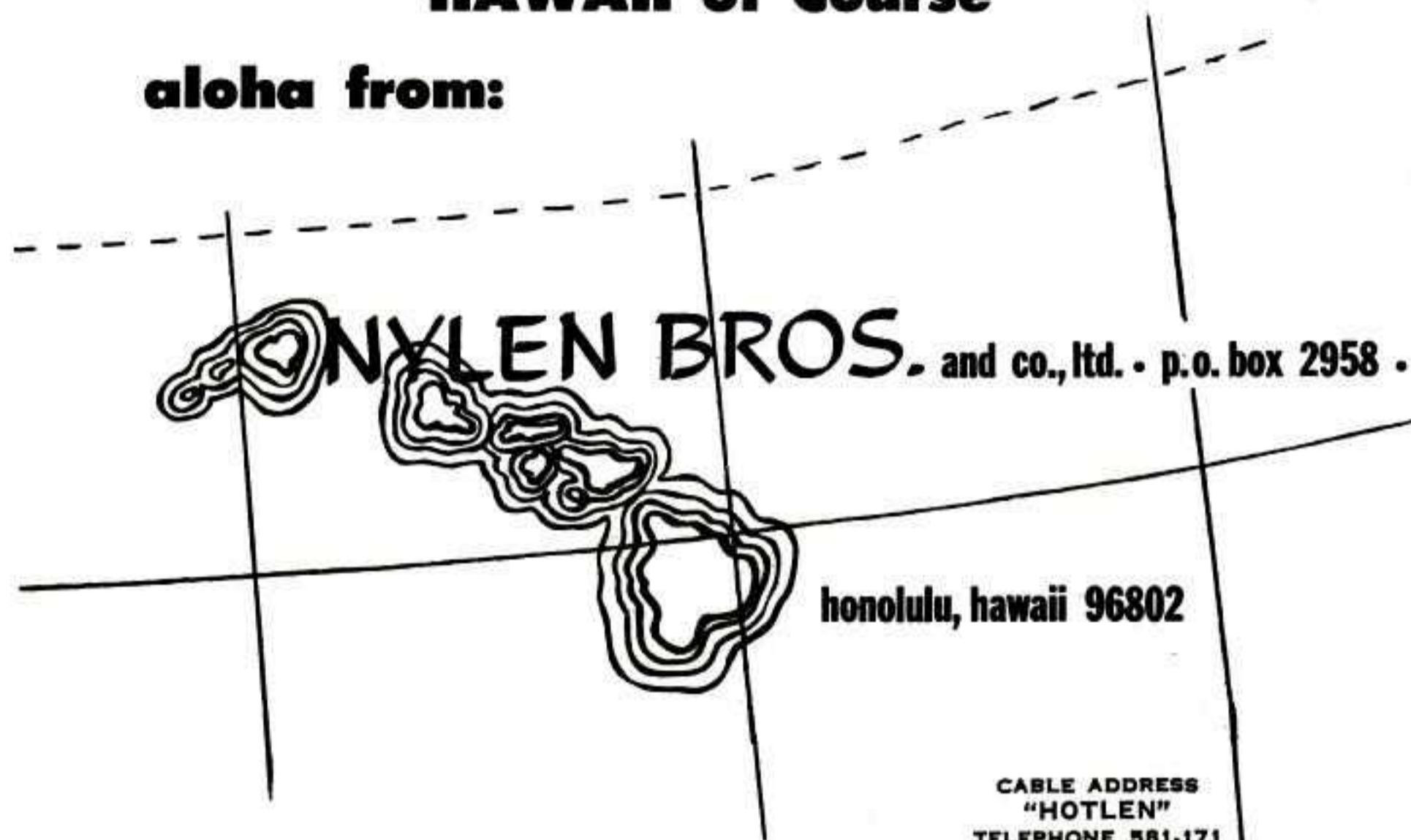
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**Constant Communication  
With the Trade**

*(Continued from page ITCC-26)*

"We have come a long way toward understanding each other's problems so that we can work together to produce all the music the public wants on cartridges."

"I am attempting to speak with all of our record companies at least two or three times a week. In this way I can help solve some of the problems that come up when the time listings or publisher's name is wrong or when the advance information we receive turns out to be slightly unrealistic."

"We work together with the record firms to coordinate our releases with theirs so both of us may benefit from combined promotion and hit all the possible markets throughout the world. In this way we can have day and date releases with the album so the distributor doesn't have to wait until the album is on Billboard's 'top 25 list.' By that time it is too late to make the initial impact. A great percentage of our day and date releases have eventually would up on Billboard's list."

Quesado majored in law, minored in music at the University of Pittsburgh and did graduate work at UCLA. He has been in the music business for over 15 years, serving as publisher of Mr. DeeJay magazine, manager of many popular groups, including Frankie Lymon and the Teenagers, and was one of the industry's first independent record producers. He joined ITCC in October 1966 as director of production and is now in charge of music and one of ITCC's supervisors of production. It is his job to analyze the sales movement of various albums to assure our distributors of timely releases of our 100 labels.

On the subject of standardization in the tape cartridge industry, Quesado feels that more experimenting and testing needs to be done before we develop standards similar to the record industry's RIAA standards.

"We are always trying for the highest possible quality in sound and packaging and we will continue on this until all systems have been tested. At the same time, we must keep the consumer aware of all the systems and of the improvements that have been made. The public is still confused on the subject of the difference between 4 and 8-track configurations even though a great many changes have been made in both systems."

What may we expect in the immediate future as far as music production goes? "We are now working on multiple artist cartridge production with most of our record companies. These will be quite exciting but, once again, in order for them to be successful, we have to keep up constant communications."

**Finley Faith Pays Off**

*(Continued from page ITCC-14)*

who knew about artists bought more wisely. But gradually the automotive people learned how to market the new product.

From the very beginning, Larry sought to improve the quality of his product, through better packaging and greater fidelity. Which were several reasons why doing business with him was a rewarding experience.

I've always been impressed by ITCC's ability to move cartridges. When we measured statements from all the duplicators we were with several years ago, we found that ITCC really did a job.

In the beginning, we tended to cherry-pick our releases. As we went along, we developed the concept of simultaneous releases for cartridge and record, and I believe we started simultaneous releasing when "Dr. Zhivago" broke.

Without the pioneering of two people there certainly would be no tape cartridge business. One was Earl Muntz; the other Larry Finley.

**GIVE...  
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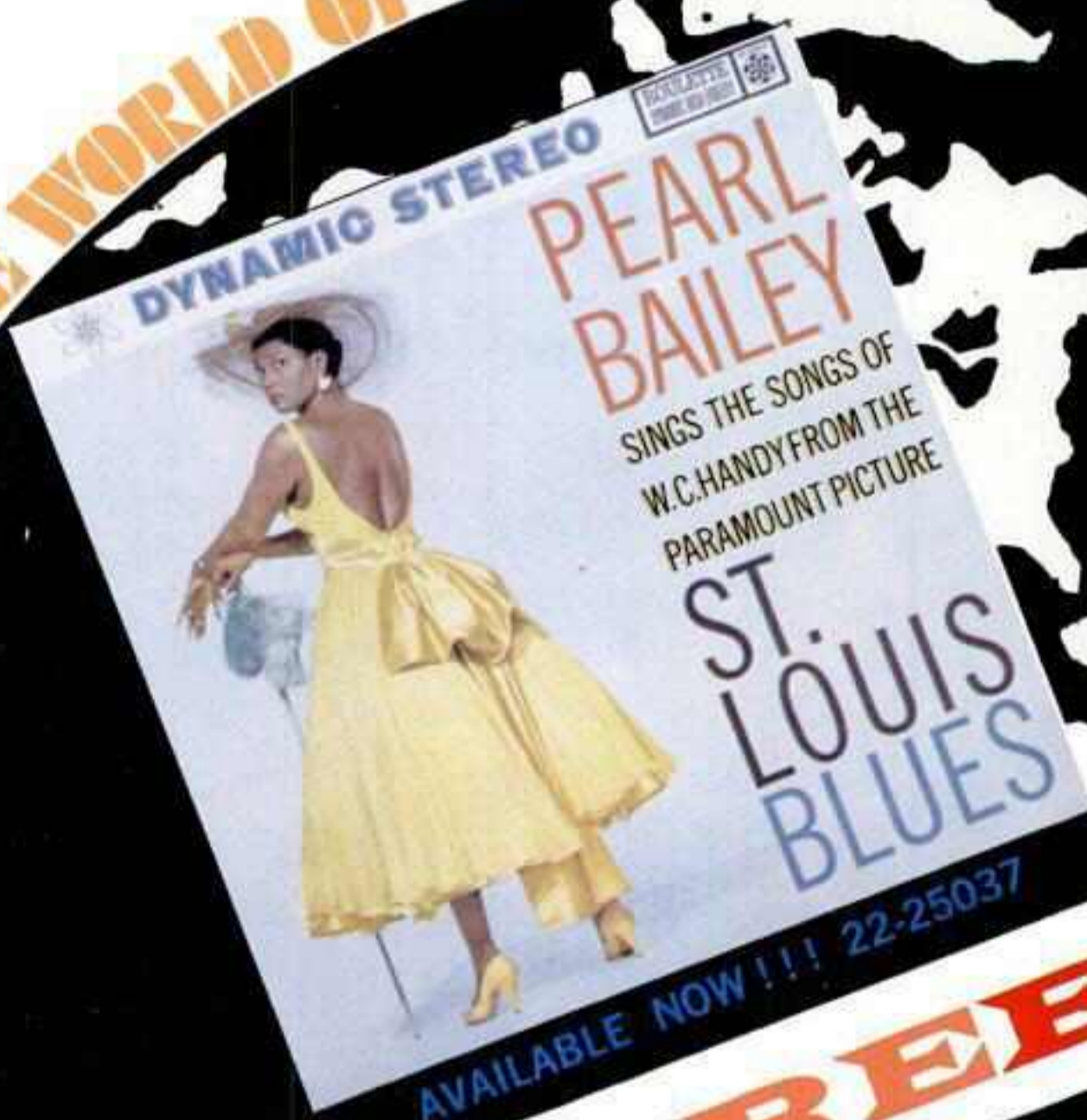
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Made the world borrow  
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Way down South Where the  
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The above quote is from the song "Way Down South" which is included in this album. These words, better than any other, best describes the life and times of W.C. Handy, the "Father of the Blues."

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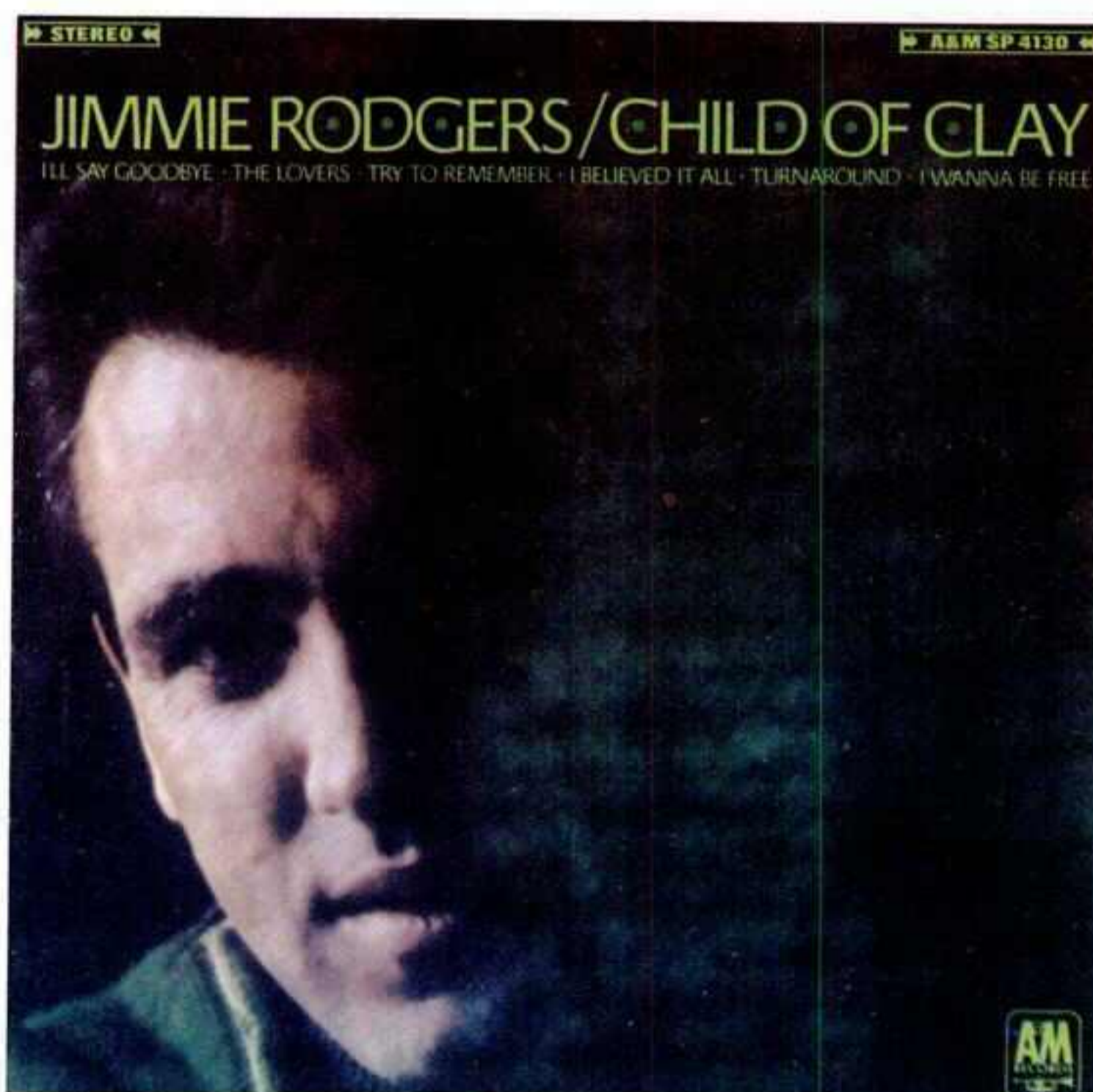
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